

Franco Giacomozzi

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Based in Bologna | Italy

COMMUNICATION & MARKETING MANAGER

I have been involved in **Communication & Marketing Innovation, Project Management and Digital Transformation** for more than 20 years. I have worked in big organizations and on hundreds of (digital) communication & Innovation projects in many different market sectors. I manage high complexity projects, budget, close deliveries and people. I put together creativity and technology, encouraging the collaboration between different company areas and competences. I know at best the main media languages and rules, from press to social media. 5 steps of my Communication projects: Innovate, Webify, Cloudify, Socialize, Engage. I'm founder of [Blockchaineeze.io](#), a new kind of Blockchain related PR Agency and at the same time a Knowledge Dissemination Hub in Blockchain & Digital Communication,



KEY COMPETENCES

- ✓ External & Internal Communication
- ✓ Scientific Communication
- ✓ Strategic Marketing
- ✓ Press Office management
- ✓ Social Media Strategy
- ✓ Digital Communication & Transformation
- ✓ ICT Management
- ✓ Event Management
- ✓ Project Management
- ✓ Budget & Team Management
- ✓ PR for Blockchain
- ✓ Blockchain for PR

CAREER AND ACHIEVEMENTS

National Board Member
Advisor
Founder

Italia4Blockchain
Decentra Academy
Blockchaineeze.io

2018 – current

The first and most important Italian Blockchain association, cofounder of EU Inatba | An Academy entirely focused on DLT Projects, Training, Education, Startup accelerator | A new kind of Blockchain related PR Agency and at the same time a Knowledge Dissemination Hub In Blockchain & Digital Communication

- ✓ Head of Communication for Italia4Blockchain
- ✓ Startup comm & mktg advisor
- ✓ Public Speaker
- ✓ ICO & STO Advisor

Main Achievements:

- ✓ Collection and dissemination of knowledge on Blockchain issues applied to Marketing and Communication
- ✓ Public speaking in several conferences in Italy and abroad
- ✓ Communication and PR Projects for ICO and Startup Projects
- ✓ Wrote some contributes for international Magazines (Communication Director, IPRA, EACD and others)

Communication Director**Edmund Mach Fondation****2011 – 2018**

International Research and Technology transfer Centre. Sustainable Agrifood & Environment. 800 employees

- ✓ Head of Communication Office, Press & External Relations. w/ Local Government, Stakeholders and Shareholders
- ✓ Corporate Website & Intranet, Social Media Manager, Corporate image
- ✓ Top international and scientific events management
- ✓ Organizational Change e digital transformation management

Main Achievements:

- ✓ Drove the Foundation towards a process of strong modernization and innovation, from the corporate image to the internal organization process and technology solutions
- ✓ Managed many events, some of these was international and scientific. Great audience performance and budget management
- ✓ Managed the Press Office, pushing process innovation and increasing national and international press visibility and penetration.
- ✓ Improved coordination and intergration processes, from Communication area to the entire organization
- ✓ Built a CRM System: communication and services for more than 8000 companies in the agrifood sector

Head of Digital**GMPRgroup****1998 – 2011**

PR and Marketing Agency | Web Agency – 7° Ranking Assorel – Huge and prestigious clients portfolio

- ✓ Head of Digital Area: Project Management and Development of Digital & Web Marketing Communication Solutions
- ✓ Key Accounting on top clients for Digital applications and services
- ✓ Web Marketing, SEO, Analytics, Cross Media Communication
- ✓ Direct Email Marketing (DEM) for international and exhibitions clients (MIPIM, MAPIC, EXPOReal, TRE-Expo, and more)
- ✓ ICT manager for internal agency services and web/digital clients

Main Achievements:

- ✓ Created and developed the Digital/Web Agency Division, developing solutions, services and applications for more than 120 companies and public organizations in many business sectors like: manufacturing, real estate, gambling, healthcare, fashion, energy, utilities, automotive, finance, services and utilities, software.
- ✓ Key Account, Project Management and Budgeting | Management of a 10 people Division
- ✓ I created and developed the ICT System of the Agency and supporting the web services and application of top clients.
- ✓ In 2000 a website developed by the Agency ranked the first 30 pioneers websites in ecommerce.
- ✓ Developed strong DEM activities for many national and international clients, achieving great performances and feedbacks

Junior Marketing Consultant**Studio Zanni e Associati****1994 – 1998**

Marketing and Communication Agency – Little and medium companies in a wide customers portfolio

- ✓ Junior consultant, specializing in ICT solutions and applications form sales and marketing
- ✓ Teacher for company based courses and university (2500 teaching hours)

Training

Political Science Degree	110/110	1992
Scientific School	42/60	1987
Cambridge Esol Certification	B2	2016

Membership

- ✓ EACD, European Association of Communication Directors

Public Speeches

- ✓ Blockchain e Digital Communication, towards Web 3.0 – *Berlin, Milan, Bologna, Padua*
- ✓ Pathing the way in the public field: Five guidelines to modernising communications
European Communication Summit – Bruxelles 28/06/2017
- ✓ How Public Institutions Can Build Better Communication Networks
PR360° - PRweek – London 27/04/2016
- ✓ Corporate Communication&Social Media: un approccio smart alla comunicazione pubblica nel settore agrifood – *SMAU Bologna e Milano 2016*

Recent Articles

- ✓ A stronger Foundation: guidelines for triggering change, *International Public Relations Association, IPRA, Dicembre 2017*
<https://www.ipra.org/news/itle/itl-250-a-stronger-foundation-guidelines-for-triggering-change/>
- ✓ Pathing the way in the public field: Five guidelines to modernising communications
Communication Director, Agosto 2016
<https://www.communication-director.com/issues/pathing-way-public-field/#.X00-GogzaM8>
- ✓ Blockchain And Corporate Communication - New Paradigms And Perspectives, *EACD Magazine, Marzo 2017*
<https://www.eacd-online.eu/insights/blog/blockchain-and-corporate-communication>
- ✓ La comunicazione aziendale e la sfida della blockchain – *Fintastico 26/04/2018*
<https://www.fintastico.com/blog/blockchain-marketing-comunicazione-aziendale/>
- ✓ E-mail publishing, Chris Pirillo, Hops Libri, 2000 – Case History
<https://www.libreriauniversitaria.it/mail-publishing-mail-marketing-newsletter/libro/9788883780097>

Membership

- ✓ European Association of Communication Directors – EACD - Bruxelles
- ✓ Italia4Blockchain, the first Italian Association on Distributed Ledger Technology, Milan
- ✓ Decentra Academy, the first Italian Distributed Ledger technology Academy, Bologna

Languages: Italian (MT), English, German studied as second language in South Tyrol

e-skills: Office Automation, CMS, CRM, SEO Tools, DEM Tools, Wordpress, Joomla, EZpublish

In compliance with the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize the recipient of this document to use and process my personal details for the purpose of recruiting and selecting staff

