

Federico Della Bella

Artificial Intelligence and Data Science Innovation

Personal Data

Advisor, Head of Data Science and Artificial Intelligence
Adjunct Professor of Marketing Analytics and Data Science
Master of Science in TLC Engineering
Master in Business Administration - MBA
Data Science and Machine Learning Specialization

Contacts

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Federico Della Bella is the Head of the **Data Science and Artificial Intelligence** Practice at **P4I**, the advisory company of the **Digital360** Group. The Data Science team I lead develops **advisory projects** and **digital solutions** based on machine learning and artificial intelligence to address operational, organizational, and business challenges for companies and public administrations.

He is a member of the **Extended Faculty** of the POLIMI Graduate School of Management, **Politecnico di Milano**, POLI.design, and IES Abroad. He serves as an adjunct professor of Strategy and Marketing Analytics and Data Science at these and other Italian and international universities and academies.

He conducts applied research on the use of technology and data to drive innovation, contributes to various specialized publications, and is actively involved as a speaker and lecturer.

After earning a Master of Science (MSc) in **Telecommunications Engineering**, he completed a **Master in Business Administration** (MBA) and obtained several certifications in Machine Learning, Data Science, and **Artificial Intelligence**.

Current Position

- **Partner** – [Partners4Innovation](#) ([Digital 360 Group](#)), (May. 2018 – present) – Advisor, **Head of Data Science and Artificial Intelligence**.
- **Faculty Member** and **Adjunct Professor** - [POLIMI Graduate School of Management](#), [Politecnico di Milano](#) (May 2014 - present), [IES ABROAD](#) (Sept. 2014 – present), [Polidesign](#) (Sept. 2014 – present), – Courses: *Data-driven marketing, Business Programming and AI, Data Science Applications*.
- **Advisor** at [Osservatori Digital Innovation](#) developed by POLIMI Graduate School of Management.
- **Columnists and speakers** (examples: [Network Digital360](#) (Digital4Business, AI4Business, Agenda Digitale, EconomyUP, Pagamenti Digitali, ...).

Past Experiences

- **Innovation Advisor** at TWG, boutique advisory specialized in open innovation projects.
- **Head of Content Syndication** Reuters, New York Times, at Contrasto.

Formazione

Certifications Data Science, Machine Learning [DataCamp](#) (2022 - ongoing).
Certification: [EdX Databricks LLM101x: Large Language Models: Application through Production](#) (2023).
Certification : [Applied Data Science Program](#) at [MIT Professional Education](#) (2022-2023).
Certification: [AI Application for Growth](#) at [Northwestern Kellogg School of Management](#) (2021-2022).

Computer Science: CRM and Marketing Automation SW (es.: Salesforce, Hubspot, etc.). **Data Analytics:** Python, R, Matlab, Power BI, Tableau, Google Data Studio, Knime, Web and Social Media Analytics & Monitoring Tools
Languages: Italian: mother language; **Inglese: fluent**. Tedesco: elementary. French: elementary.

**I authorize the processing of personal data present in the CV according to the Regulation of the European Parliament 679/2016.*

Milano, 11 April 2025

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