

Federico Della Bella

Marketing and Digital Transformation Advisor and Professor



Personal Data

Born in Camposampiero (PD) on 02/02/1978
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Digital Strategy and Marketing Advisor and Professor

Strategy and Marketing Advisor and Professor, I have developed and tutored several Digital Transformation, Marketing and Customer Experience Projects with first tier companies in various sectors.

I have been leading the Data Driven Customer Experience Practice at P4I with a multidisciplinary team of Data Scientists, User Experience Designers, and Business Analysts, supporting our customers in the Assessment and Redesign of Services, developing the related transformation projects, including designing and delivering training programs, webinars, workshops, video-lectures to make change happen.

Throughout my career, I have always worked in an international environment and developed a strong experience in the enforcement of Inbound Marketing, Advanced Analytics, CRM and Marketing Automation projects, especially in B2B markets. I have developed a digital startup completing successfully two fundraising rounds.

A non-comprehensive list of customers: A2A, ABB, Action Aid, ACSM-AGAM, Adamant-Namiki, AGOS Ducato, AKAI, Air France, AstraZeneca, Allianz, Boehringer-Ingelheim, Cisco, Costa Crociere, Generali, HERA, IBM, ICCREA, Istituto Auxologico Italiano, EFSA (European Food Safety Authority), Ericsson, Kasanova, IGT-Lottomatica, Leroy Merlin, Lutech, Mediaset, Mondadori, Novartis, Oracle, Quadient, RCS, Salesforce, Samsung, SICK, Snam, TIM, Westpole, YEM, Zuora

Current Positions

- **Partner** – [Partners4Innovation](#) ([Digital 360 Group](#)), (May 2018 – present) - Strategy and marketing advisor leading the Data Driven Customer Experience Practice
- **Faculty Member** and **Professor** - [MIP-Politecnico di Milano](#), [Politecnico di Milano](#) (May 2014 - present) and [IES ABROAD](#) (Sept. 2014 – present) - Strategy and Marketing Lecturer at MBA, EMBA, Industrial Engineering MS students and United States Master of Science Students in Business related fields
- **Advisor** at [Digital Transformation Academy](#) and **Columnist** at [Digital 4](#) (May 2018 – present)
- **Startup Mentor** at [Social Innovation Teams](#)

Past Experiences

- **Strategy and Marketing Advisor** at TWG, a boutique consulting firm founded by the former founder and chairman of Ernst & Young Global Corporate Finance
- **Chief International Office Manager** in the field of Media & Entertainment Industry, working with companies like as The New York Times and Thomson Reuters
- Founder of Wardroba, a **digital startup** in the fashion industry

Education

Certification [AI Application for Growth](#) at [Northwestern Kellogg School of Management](#)

MBA at [Mip-Politecnico di Milano](#) (2011-2013). Doing Business **China** Program at [BUAA University Beijing](#) (China).

Master of Science in **Telecommunications Engineering** (5 years course) at [Politecnico di Milano](#) (1998-2005)

Computer Science: CRM and Marketing Automation SW (e.g.: Salesforce, Hubspot, etc.). **Data Analytics**: R, Matlab, Tableau, Web and Social Media Analytics & Monitoring Tools

Languages: Italian: mother language; **English**: fluent. German: basic

I authorize the usage of my personal data, according with article 13 GDPR 679/13.

Milano, 21 October 2022

Federico Della Bella