

Matteo Siciliani de Cumis

Curriculum Vitae et Studiorum

Twenty years of experience in **digital transformation** and **innovation leadership**, driving **B2B sales strategies** across diverse markets including Italy, South East Asia, and Middle East. Proven track record in enterprise AI solutions and technology sales, with expertise in navigating complex international markets and cultural business dynamics. Led multi-million dollar deals with global corporations while building strategic partnerships in emerging tech markets. Executive roles in global consulting firms and entrepreneurial ventures, complemented by MIT education in Design Thinking and EMBA from LUISS Business School.

Work Experience

FairMind Società Benefit

Generative AI SaaS Platform for Software Factories' Workflows Integration
Co-Founder & CRO
November 2023 up to now

Capgemini Invent frog

Business & Digital Transformation Consulting Firm
Sustainability Lead, Head of Media, Entertainment & High-Tech
September 2018 up to October 2023

Doing.com

Digital Marketing and Design Thinking Consulting Firm
Business Partner
September 2010 up to October 2018

Newton 21 Vivactis Group Europe

DIGITAL, ATL & BTL Advertising
Digital Unit Manager
July 2008 - September 2010

Leo Burnett - Publicis Group

DIGITAL, ATL & BTL Advertising
Program Manager
July 2006 - September 2008

Deval Patrick Campaign for Governor of Massachusetts - Boston

Electoral Communications and Political Marketing
Italian Community Manager 2006

Polytems HIR - Rome / Milan

Investor Relations
Account 2004-2006

Noesis Comunicazione - Milan

Public Affairs
Account 2004-2006

Education

- **MIT - MIT Sloan Executive Education**
Mastering Design Thinking, Product Design & Development, 2020 - 2021
- **EMBA - Executive Master in Business Administration**
LUISS Business School, 2013 – 2014
- **Boston University Metropolitan College, 2006**
Post-graduated programs in Marketing & Communication
- **University for Foreigners of Perugia, Faculty - Italian Language and Culture**
Graduated in Sciences of Communication (focus on Strategic Marketing)
- **Liceo Classico Goffredo Mameli in Rome.**
High school degree in Classical Studies

Seminars and courses

- *Training Program Online Technologies & Digital Communication*
Vivactis Newton 21 Group, Brussels - 2010
- *Program Management Training*
Leo Burnett, Frankfurt - 2007
- *Summer School in Political Communications*
ULIBO (Liberal University in Bologna "Alexis de Tocqueville") - scholarship 2007

Events and speeches

- **MIMIT / Unioncamere** - IoPensoPositivo, l'IA per l'educazione finanziaria 2024
- **EX-PO Meeting** - Digital Transformation for after-sales services - 2018
- **Design Week Singapore** - Marketing Innovation through Digital - 2017
- **PWC - Service Design Jam Rome** - Digital Design for Corporate Clients - 2017

Language Skills

Native speaker - Italian

Other language - English (*fluent speaking and upper advanced level for writing and reading*)