

Story Kits: Topical Experts

Area of expertise	Name of expert	Available to comment on the following topics:
Technology	Danny Maco	Information Technology management, telecommunications, privacy, behavioral targeting, online advertising, international business, ERP, business eco-systems, virtual worlds
Online Media Software and Services	Matteo Fabiano	Online media, online advertising, startup marketing, communications, viral marketing, web marketing, SEM, business development, consumer web, web video, ecommerce, software, technology services business models, pricing and cost strategy
Cross-cultural Business Communication	Elisabetta Ghisini	Leadership across cultures, public speaking to global audiences, global corporate communication, international PR campaigns, engaging multicultural workforce
Computer/Wireless Engineering	Michele Battelli	Electronic, communication, and computer engineering, wireless communication systems, wireless networks, large scale systems, web development, project management
E-commerce	Massimo Arrigoni	Electronic commerce in general, e-commerce software development, e-commerce marketing, search engine optimization, online payment systems.
Software Technology	Michele Ursino	Developing, designing and managing software products and services. Aggregating and publishing news/Media sites.
Legal	Matteo Daste	Corporate and corporate finance transactions, including venture capital deals. General counsel for various US subsidiaries of foreign companies.
Social Technologies Research	Veronica Rosso	Social media, research techniques, online opinion, brand reputation; potential customers and influencer outreach
Marketing	Lucia Panini	Marketing and marketing communications for international research industry
Manufacturing and Industrial Supply Chain	Giorgio Gherzi	International business development and B2B sales&marketing, management of tangible goods for privately owned and public companies Industries: Industrial Supplies and Services - Lubrication and Corrosion Prevention - Fluid Conveyance and Control - Mechanical Engineering - Architecture, Interior Design and Building Supplies - Commercial and Industrial Printing - Import/Export