



### EDUCATION

Jul 1993 – Architecture degree *summa cum laude*

Università degli Studi di Firenze, Italy

“Virtual Reality applied to Monumental Buildings and Urban Restoration”

### OCCUPATION

From Jun 2011: Mercafir S.c.p.A. Chairman and General Manager; Special Advisor to Mayor of Firenze Matteo Renzi (Redevelopment Mercafir industrial area and new Stadium)

Jun 2009 – May 2011: Comune di Firenze (City of Florence) Deputy Mayor for Budget, Human Resource and Innovation in the Executive Board of the Mayor Matteo Renzi

Feb 1995 – Dec 2008: DADA S.p.A. [DA.MI] (Co-founder and CEO)

Jan 1994 – Dec 1999: DADA Associated Architects (General Manager)

Ago 1993 – Dec 1993: DADA Workshop (Digital.Analogue.Architectural.Design)

### COMPETENCIES & INTERESTS

Keen on new technologies; from the earlier age of the Internet he personally followed out the development of many Web platforms.

Designer by education, entrepreneur by fate, he believes in the creativity of free ideas combined with a pragmatic business approach.

He founded Dada with his colleagues in 2005 and managed it up to December '08. This activity included the listing of DADA at the Italian Stock Exchange Market (June 2000) and dozens of M&A operations. Dada in 2008: +500 employees, +25 companies in +10 countries, +200mln\$ revenues, and part of RCS Media Group. After retiring from business operations, from the 2009 he serve his city (Firenze), for two years as Deputy Mayor for Budget and from June 2011 as Chairman of Mercafir the local wholesale market company controlled by the Comune di Firenze.

### HONORS

- 2000: “Fiorino d'Oro” from the Mayor of the Comune di Firenze Leonardo Domenici to the co-founders of Dada as “protagonists of success of the Internet age”

- 2012: “Fiorino Solidale” from the Mayor of the Comune di Firenze Matteo Renzi to Mercafir, for the project “Spesa sociale”: unsold fresh fruit and vegetable donated and delivered to 500 disadvantaged families.

Born at Senigallia (Italy) in Sept 14 1967, Resident in Florence (Italy), Married, two sons, one cat and a dog.