

# ANDREA PAGNIN



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Date of birth: June 11, 1972

Nationality: Italian

Nov 2020 - Present

## Actual Work Experience

**Innovation Strategist (Research Manager)** – Technology Transfer Directorate –  
Istituto Italiano di Tecnologia  
[www.iit.it](http://www.iit.it)

Feb 2018 - Oct 2020

**Business Strategist and developer** – iCub Tech –  
Istituto Italiano di Tecnologia  
[www.iit.it](http://www.iit.it)

April 2021 - Present

**Member of Scientific Board**  
Polo Regionale Ligure di Ricerca e Innovazione "Energia, Ambiente, Sviluppo Sostenibile (EASS)"  
<https://www.poloeass.ticass.it/it/>

March 2021 - Present

**Member of Scientific Board**  
Digital Innovation Hub Liguria  
<http://www.dihliguria.it/it/>

Dec 2020 - Present

**Member of Steering Board**  
Health&BioTech Accelerator  
<https://healthbiotechaccelerator.io/>

Feb 2020 - Present

**Member of Strategic Board**  
JOiINT LAB  
<https://www.ioiintlab.com/>

May 2020 - Present

**Member of Working Group on Sustainability Model**  
RODIN - Robotics Digital Innovation Network  
<https://ri4eu.eu/>

January 2019 - Present

**Project Manager and Innovation Coach (representing the Italian Institute of Technology)**  
DIH-HERO (Digital Innovation Hubs in Healthcare Robotics)  
<https://dih-hero.eu/>

## Past Work Experience

Apr 2011 - Feb 2018

### 6.14, Co-Founder - Strategy, Innovation and Development Director, Milan.

Andrea is co-founder, and was Strategy, Innovation and Development Director of 6.14, a creative company specialized in making complex development projects where it is necessary to strike a new balance between creativity, strategy, innovation and design. In the years since its foundation the agency worked for the most important Italian and international brands by developing marketing, creativity, design and communications projects in various industries, from luxury to robotics, passing through sport, food and beverage. 6.14 in July 2013 has entered into a strategic alliance with the WPP Group to develop innovative services in several areas, since 2013 the agency is located in the Milan Office of J. Walter Thompson.

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| <i>Sept. 2015 - Nov. 2016</i> | <b>Business Strategist at AndRobotics's project</b> (current Danieli TelerobotLab Spa), Genoa.<br>Andrea was part of the team of specialists who supported the company's founder in the development of a project of integration in a new industrial project of robotic application and for acquisition phase led by Danieli, a multinational company, leader in the construction of steel mills.  |
| <i>Jan. 2008 - Dec. 2010</i>  | <b>CEO and Chairman</b> at Ginnico Celeste Creative Company, Milan.   |
| <i>Feb. 2006 - Dic. 2007</i>  | <b>Client Development Director</b> at Ginnico Celeste Creative Company<br>based in Milan, part of Hall-41 group, that had the mission to mix a creative approach with a strong strategic thinking in developing marketing, advertising solutions.   |
| <i>Dec. 2007 - Dec. 2009</i>  | <b>Business Development &amp; Marketing Vice President</b> at Hall 41, Milan.<br>Holding company operating in luxury sector and in made in Italy with different lines of investments.   |
| <i>Feb. 2005 - Jan. 2006</i>  | <b>Coordinator of industrial projects</b> at Department of Economics and Quantitative Methods at University of Genoa (Economic Geography and Transport Economics team)  |
| <i>Mar. 2004 - Feb. 2007</i>  | <b>Deputy Chairman</b> at Liguria Ricerche, Genoa.<br>Liguria Ricerche is regional public Institute for research in Social and Economic areas.  |
| <i>Apr. 2003 - Mag. 2005</i>  | <b>Head of Cabinet</b> at Regional Ministry of Finance, Liguria Region, Genoa.  |
| <i>2001 - 2005</i>            | <b>Lecturer in Marketing Area and Regional Economics</b> at Faculty of Economics, Università degli Studi di Genova, Genoa<br>lecturer of Bachelor Course and Master Course at the University of Genoa, in regional marketing, economics of culture, regional development, social and economic analysis of industrial District (Supporting the teaching activity. The activity was not continuous but followed the frequency of the semesters or the support tasks assigned in the ordinary courses or specialization) |
| <i>Apr. 2001 - Mar. 2003</i>  | <b>Strategy &amp; Business Developer</b> at Hill & Knowlton, Milan<br>H+K offers senior counsel, insightful research and strategic communications planning throughout the world. They have 84 offices in 46 countries, and their clients represent 50 of Interbrand's Top 100 Global Brands. 50 percent of global Fortune 500 companies have chosen to work with H+K).  |
| <i>Mar. 1999 - Mar. 2000</i>  | <b>Junior Financial Analyst</b> at Royal Sun Alliance, Genoa<br>Royal Sun Alliance (RSA) is a multinational general insurance company headquartered in London with ore 300 years of history.  |

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#### Languages

Italian: mother tongue.

English: good in comprehension and speaking, good in writing (I use English in my job every day).

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#### Publications

*Parmiggiani, A., Fiorio, L., Scalzo, A., Vazhapilli, A., S., Randazzo, M., Maggiali, M., Pattacini, U., Lehmann, H., Tikhonoff, V., Domenichelli, D., Cardellino, A., Congiu, P., Pagnin, A., Cingolani, R., Natale, L., and Metta, G., The design and validation of the R1 personal humanoid, in IEEE/RSJ International Conference on Intelligent Robots and Systems, Vancouver, Canada 2017, pp. 674-680.*

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For reference on specific working or study periods

**Prof. Nicoletta Buratti**, associate professor in Marketing, Università degli Studi di Genova, Faculty of Economics - buratti@economia.unige.it

**Prof. Claudio Ferrari**, full Professor of Applied Economics - ferrari@economia.unige.it

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#### Certification

##### SAFe® 4 Agilist Certification

Autorità emittente Scaled Agile, Inc.

Emessa a apr 2019 (<https://www.youracclaim.com/badges/6f9b0c98-be87-46b1-920b-63c086953538/linked-in-profile>)

#### Certifications with on line platform

##### Wesleyan University

##### Social Psychology (with Honors)

Autorità emittente Wesleyan University

Emessa: Ottobre 2019

ID credenziale ID credenziale JWM4HQFHJGA7 (<https://www.coursera.org/account/accomplishments/verify/JWM4HQFHJGA7>)

##### Copenhagen Business School

##### Strategy Implementation

Autorità emittente Copenhagen Business School

Emessa: apr 2017

ID credenziale ID credenziale DLWV82WEBE8B (<https://www.coursera.org/account/accomplishments/verify/DLWV82WEBE8B>)

##### Copenhagen Business School

##### Strategy Formulation

Autorità emittente Copenhagen Business School

Emessa: mar 2017

ID credenziale JYQ5Z7XECQUB (<https://www.coursera.org/account/accomplishments/verify/JYQ5Z7XECQUB>)

##### Copenhagen Business School

##### Strategic Management

Autorità emittente Copenhagen Business School

Emessa: feb 2017

ID credenziale ZLLY8LUSP3U5 (<https://www.coursera.org/account/accomplishments/verify/ZLLY8LUSP3U5>)

##### Università Bocconi

##### International Leadership and Organizational Behavior

Autorità emittente Università Bocconi

Emessa: gen 2017

ID credenziale YZFVF4MXZ5HC (<https://www.coursera.org/account/accomplishments/verify/YZFVF4MXZ5HC>)

##### Copenhagen Business School

##### Int. Consumer Neuroscience & Neuromarketing

Autorità emittente Copenhagen Business School

Emessa a nov 2016

ID credenziale Y25LNLDVJWOL (<https://www.coursera.org/account/accomplishments/verify/Y25LNLDVJWOL>)

##### University of Virginia Darden School of Business

##### Design Thinking for Business Innovation

Autorità emittente University of Virginia Darden School of Business

Emessa a mar 2015

ID credenziale ID credenziale UBMM4XN6XH

##### The Wharton School

##### Gamification

Autorità emittente The Wharton School

Emessa a mar 2015

ID credenziale AQS3FK5RLD (<https://www.coursera.org/account/accomplishments/verify/UBMM4XN6XH>)

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#### Education

Mar. 1999

MD cum laude in Economics - Università degli Studi di Genova, Genova  
(Research thesis on Urban Sustainable Development)

Jan. 2000 - Jan. 2001  
Lug. 1993

Practice school of financial journalism - Milano Finanza ("G. Scalfi" grant winner)  
High School Scientific Diploma - Liceo G.D. Cassini - Genova

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