

Elisabetta Delponte

COVER LETTER

To whom it may concern,

With a robust background that encompasses 20 years of experience at the intersection of artificial intelligence, scientific communication, and corporate communication, I have honed a unique skill set that is well-suited to the dynamic and innovative nature of this role. My career has been dedicated to bridging the gap between complex technological concepts and diverse audiences, ensuring clear, impactful communication strategies that foster understanding and advancement in the field.

In the last eight years, I **successfully managed the communication for Konica Minolta R&D, creating from scratch the communication strategy of what is today called [Konica Minolta DX Solution Development Centre](#)** which is characterized by an ever-changing and geographically distributed structure. Having several laboratories located in different European cities, **communication represents a fundamental activity that is also at the basis of technical development.**

Until April 2023 I reported directly to **Konica Minolta Deputy CTO Dennis Curry** and to **Konica Minolta USA Marketing Communication Director Stacey Sujeebun**, and I had the freedom to identify, evaluate and choose the suppliers for the website, the videos and the publications, managing a dedicated budget for communications. We have been able to engage our public using social media such as LinkedIn by disseminating technological information focusing on Cloud, AI, IoT, Digital Manufacturing and Distributed Robotics. We have created awareness both internally and externally about the **company's digital transformation** and new research activities developed for the first time in Konica Minolta.

Amongst my previous experience, from 2008 to 2016 I worked for D'Appolonia (now Rina Consulting) as **Project Manager** of European projects with a focus on sustainability and energy efficiency, an experience that enabled me to understand the complex environment of the European Commission and other heterogeneous groups of stakeholders. Since 2016 I have been working for **DG CNECT - European Commission, as reviewer and evaluators** of European funded projects.



I am eager to bring my two decades of experience to support your activities and I am looking forward to discussing how my background aligns with your communication requirements.

Sincerely,

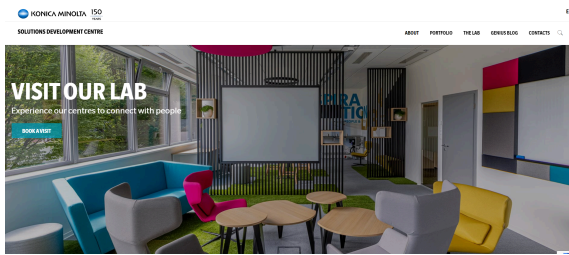
Elisabetta Delponte

Genova, 1st August 2024

MY PORTFOLIO: EXAMPLES OF ORIGINAL COMMUNICATION PRODUCTS

Internal Communication Activities	
	<p>'One Question in Quarantine' Video Interviews</p> <p>As a consequence of the COVID-19 pandemic, our team started to work remotely since March 2020. In order to keep up with internal communication and maintain teams connected, I have initiated a set of video interviews, to be used only internally. In less than five minutes a colleague shares what they learnt for their job during the lock-down together with something not related with professional activities. These interviews have been greatly appreciated by the team and the management and, building upon this experience, we are planning to create an internal video blog to keep sharing research projects content. I am recording and editing all the videos.</p>
	<p>Internal Newsletter</p> <p>Having the objective of creating an internal community in the last months I have been working on the creation of an internal newsletter. Its main objective is to stimulate curiosity about R&D amongst Konica Minolta employees (starting with R&D teams and then targeting to wider audience). As a guideline for the creation of this newsletter, we have been focusing on the idea of sharing information about research activities and projects. Guiding principles are: keep it simple, focus on facts, numbers and solutions of problems. We follow the Axios Smart Brevity approach.</p>
<p>1. ALL HANDS CONFLUENCE PAGE WITH PRESENTATIONS AND RECORDING HTTPS://CONFLUENCE.KMISERVICEHUB.COM/X/XXD/78G</p> <p>2. SUBMIT YOUR QUESTIONS</p> <ul style="list-style-type: none"> • USE SLIDDO Code for the event is #83137 https://app.sli.do/event/agjpx5ym • USE THE SLACK CHANNEL: GRD-EU-COMMUNICATION WITH THE SLIDDO INTEGRATION 	<p>Monthly All Hands call</p> <p>With an organisation distributed in different laboratories located in many countries, it is of utmost importance to keep sharing with all the employees the overall direction of the company. Therefore, our management has established a monthly call, during which executives and managers share information about the trends, the projects and the changes that our organisation is going through. This activity has been of great importance within the last six months when many of the teams had to work remotely. These meetings ensure cohesion and homogenous vision among the different teams.</p>

External Communication Activities



<https://digital-services.research.konicaminolta.com/>

Konica Minolta Solutions Development Centre I coordinated the web agency and curated the content, the imagery and colours in agreement with Corporate Identity and Branding Guidelines. I am able to manage the backend of the website, inserting new pages, making modifications and editing the blog. Since the creation of the website, I have been monitoring its analytics. In the last year, with an external consultant, we created an automatic dashboard for Analytics. In three years the website got 30 thousands visitors with approximately 100 thousands pages visited.

<https://youtu.be/w77IAEZC75I>

Video about Global R&D DCI project

Within this video I am interviewing one of my colleagues who's explaining the main concepts behind the Distributed Cloud Intelligence projects and what could be its applications. Due to Covid-19 restrictions we're realising homemade videos to keep describing our R&D activities.

[Networks to Cloud Nine - Video \[Youtube\]](#)



Networks to Cloud Nine – Exhibition about Connected Telescopes for Festival della Scienza di Genova 2017

In collaboration with our researchers I have prepared the texts for the billboards, supported the architects in identifying the imagery and defining the layout and coordinated the set up of the exhibition with the architect. Overall Festival della Scienza had more than 200,000 visits and our exhibition was visited by more than 60 classes from primary and secondary schools.

Comunicazione e Chiesa

Nel corso del Sinodo ho partecipato a diverse attività organizzate dalla Diocesi di Genova e collaboro con [EXTRA-Genova Sinodale](#) alla realizzazione di un podcast.

Inoltre, gestisco la comunicazione parrocchiale e sto aiutando la missionaria Maddalena Boschetti a scrivere e distribuire una [newsletter](#) che racconta le sue attività in Haiti, per la quale stiamo utilizzando la piattaforma Substack.

EXPERIENCES

R&D Communication Manager in Konica Minolta Solutions Development Centre

From June 2016 up to now

Within Konica Minolta, as R&D Communication Manager, I coordinate the development and execution of an **integrated communication plan**. My responsibilities include:

- In agreement with our Deputy CTOs, every year we identify a set of **key performance indicators** and the **communication targets** that constitute the basis for the development of a communication strategy. KPIs and targets are strongly dependent on the overall corporate strategy and within the last years we had to shift from more research and abstract vision to a more values and business oriented approach.
- I have developed the website for **Konica Minolta Laboratory Europe** and a one-page website for **Konica Minolta Laboratory USA**. Recently the two web pages were updated and combined into a unique [DX Solutions Development Centre](#) website.
- I have managed the content strategy for our company's Genius Blog and the press releases about Konica Minolta R&D announcements. Coordinating external agencies, I have developed the **communication materials** of the group (presentations, rollups, brochures, gadgets for events) and I have managed the publications of the whitepapers.
- I have coordinated the participation of our laboratory into **many international events** (AI Summit of London and New York) showcasing our results and prototypes.
- I am responsible for the development of an **internal newsletter** and of All Hands meetings to keep teams' members informed and engaged.
- I manage **social media** (Linkedin, and Youtube) that are used as a support for sharing the messages at the basis of our communication strategy.
- I conceived and coordinated the creation of a set of short videos 'AI Pills' focusing on presenting some of the research activities and projects developed within the lab (videos are available in the [Konica Minolta Global R&D's Youtube channel](#)).
- I support the team in identifying appropriate channels for technical and scientific publications.
- I am managing **internal communication**, to ensure that members of the teams (who are growing fast and in several different European locations) are kept engaged and updated with laboratories' activities. Since the beginning of the COVID-19 lock-down I started recording and editing a set of video interviews to our colleagues to keep the team engaged and to support sharing of good spirit among the laboratories.

Project Manager in RINA Consulting (Formerly D'Appolonia)

From March 2008 up to June 2016

Within the Industrial Innovation Division, I worked as a Project Manager coordinating or supporting the coordination of several European funded projects on ICT applied to energy efficiency. I was managing both technical and dissemination activities.

- In 2015, I have managed the organization of a series of workshops in different European United Nation facilities (Wien, Rome, Copenhagen, and Brussels) for launching the [CTCN](#), the operational arm of the UNFCCC Technology Mechanism, hosted by the UN Environment Programme and the UN Industrial Development Organization (UNIDO).
- I was the coordinator of a European project focusing on Building Information Modeling with more than 15 partners from different countries, and I was responsible both for the organizational aspects and for the monitoring of technical developments.
- I conceived and operated a **communication strategy towards European stakeholders** in order to share information about reusing old bricks. This communication strategy aimed at involving different groups of stakeholders related to the project value chain. Then we performed actions towards bloggers active in the sustainability topic and we addressed groups by exploiting social media such as LinkedIn, Twitter, and Facebook.
- In 2011 I organized and managed a set of **Workshops with more than 150 participants** in order to define and validate a research and technology Roadmap that will be presented to the European Commission.

- Although my background is in Computer Science and Science Communication I have been involved in writing European research projects in biomedical, pharmaceutical and energy efficiency sectors and I have experiences in writing proposals for National and Regional Research programs and applications to tenders.
- I have also gathered some experiences in the sector of **Technology Transfer within the ESA (European Space Agency)** technology transfer program, for which I have been responsible for preparing Success Stories to be published in the ESA website.

Editor in Mondadori SpA

From 1 February 2007 to 31 December 2007

- I have been editor of the exercises of the book "Physics: reality and concept" by P. Stroppa e F. Randazzo published by Mondadori and "Inside Physics" by Caforio and Ferilli" for high school.

EDUCATION

Executive Master in Digital Marketing and New Media Communication, Quality Evolution Consulting Srl

From May 2012 to December 2012

- The course aimed at providing knowledge on Digital Marketing and exploitation of new media for online communication: lessons have covered SEO, SEM, Online Marketing campaigns, Online ADV, Direct Email Marketing, Ecommerce, Social Media Marketing & Strategy, Web Analytics, Geolocal Marketing, Buzz Marketing, Web Writing, Business Blogging.

PhD in Computer Science, Università degli Studi di Genova, Italy

From January 2004 to June 2007

- During my PhD, I focused on view-based object recognition in images using local descriptors, features tracking and matching techniques. I concentrated on local approaches for the study and the analysis of the visual information coming from an image.
- **PhD thesis title:** Local image descriptors for matching and classification.
- **PhD Advisor:** Alessandro Verri and Francesca Odone.

Master in Science Communication, ISAS- International School for Advanced Studies of Trieste, Italy

From October 2003 to February 2006

- I obtained a specialization in *Scientific Museum* and *Science Images*. I realized a video for the celebration of the 2005 World year of Physics entitled 'If I pursue a beam of light'.
- Final thesis: Hospitals on line: science communication in some Italian hospitals web sites.

Physics degree, Università degli Studi di Genova, Italy

From September 1997 to June 2003

- I obtained a Physics degree with a specialization in Electronics.
- Final grade: 108
- Final thesis: Segmentation and motion analysis for gesture recognition, partially developed in the Ocean System Laboratory of Heriot Watt University of Edinburgh under the supervision of Manuel Trucco and Alessandro Verri.

PERSONAL SKILLS AND COMPETENCES

Languages

- My mother tongue is Italian.
- I am fluent in English (C2 - Grade B - Score 198, formerly known as Cambridge English: Advanced (CAE)).

Social skills

- During my whole life, I have had many experiences that reinforced my ability to adapt to a **multicultural environment** as such as working in a distributed organization like Konica Minolta Laboratory Europe.
- I have very **good communication skills** which are natural predisposition, and that I have reinforced through my multidisciplinary experience.
- When **facilitating a meeting** I love to exploit creative ways for managing the interaction among the participants: I believe that effective meetings are crucial for delivering results and for increasing the satisfaction of people. Since when I was working as a project manager, I learnt to be flexible and to use different modalities of brainstorming, finding inspiration in the book [Gamestorming: A toolkit for innovators, rule-breakers and changemakers](#).

Organisational skills

- In the last three years, I have been **working from home**, and the successful results obtained and recognized by my Managing Director demonstrate my capability to concentrate and to keep my focus even with a home working contract.
- My recent working experience allowed me to obtain a **great autonomy** and a good sense for collaboration in a research team.
- Another skill that I gained is the ability to **work under pressure**. Managing the communication of a team of approximately 50 persons, being responsible for the presentation of the Deputy CTO and organizing events in European and International contexts, are activities that require strong organisational skills.
- **I am the mother of Annalisa and Beatrice**: this enables me to keep a balance between the different aspects and activities of my life.

Technical skills

- I have learnt techniques and capabilities **to write research projects** during my experience in D'Appolonia SpA and I have reinforced my knowledge by working as an evaluator for European Commission.
- In 2008 I attended an **ESA course** about writing **applications to tenders**. The course organized by the University of Genova was held by Ms. Ilaria Zilioli, from Procurement Department, ESA- Paris.
- I have a working experience with Social Media (Facebook, LinkedIn, Twitter, Youtube, and Instagram), I have a basic knowledge of Hootsuite and a good knowledge of Google Analytics.
- Excellent command of Microsoft Office tools. Good knowledge of software for image, audio and video editing. Good knowledge of Wordpress. Good knowledge of Confluence and Trello. Good command of different operating systems such as Linux, MAC IOS and Windows. Good knowledge of graphic design applications.

Other skills

- I am working on a Podcast which is published by UNIGE Radio <https://spoti.fi/3LHtlaf>.
- I love climbing and trekking in the mountains. I also love sea, music, taking pictures and reading books.
- I studied violoncello and in 1997 I obtained a degree from "Conservatorio Niccolò Paganini" under the guidance of Nevio Zanardi.
- I made many interviews with scientists and researchers: from Steve Smale, to Ingrid Daubechies, Paolo Budinich, and Sylvie Coyaud. Some of them were published in Italian newspapers, but in the last years I have always managed English communication material.
- I have a driving license: Category B.

I hereby agree for the processing of my Personal Data included in my application for the needs of the recruitment process in accordance with the General Data Protection Regulation EU 2016/679