RAFAEL PATRON

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Genoa, Italy · Dubai, UAE

AI Program Manager | Growth Hacker | President of AIPIA

20+ years in Digital Marketing, AI and Growth Hacking. President of AIPIA — Italian Association of AI Professionals (320+ members). Author of 3 books on growth hacking, AI and LLM optimization. 55 international certifications (Google, Salesforce, AWS, HubSpot). Track record: +120% organic traffic in 9 months, −40% cost per lead, +40% avg. conversion rate on key accounts. Based between Genoa and Dubai (Intarget DMCC). Previous: Google (SF), Snap Inc. (pre-IPO), Harvard CS50 AI.

PROFESSIONAL EXPERIENCE

AI Program Manager & Growth Hacker — Intarget DMCC (Dubai) 2019 — Present
AI strategy and digital performance for international B2B enterprise clients. Designing AI-powered lead generation pipelines, RAG architectures, n8n automation workflows and LLM API integrations in production. Cross-functional team leadership across SEO, paid media (Google Ads, Meta Ads) and Salesforce CRM. Avg. results: +40% conversion rate, −30% CAC.

Growth Hacker & CRM Specialist — Unoenergy S.p.A. 2017 — 2021
End-to-end digital transformation for a national gas & energy provider. +120% organic traffic in 9 months, −40% CPL. Salesforce CRM deployment, marketing automation and data-driven strategy across 4 business units.

Digital Marketing Strategist — Virtus Entella (Serie B) 2017 — 2019
Full digital relaunch for a professional football club: +85% engagement, marketing automation for fan and sponsor communications, new web presence.

Data & Algorithm Governance — Snap Inc. (Santa Monica, CA) 2016 — 2017
Data quality frameworks, pipeline optimization and user data governance at global scale. Pre-IPO phase (March 2017, $24B valuation). Silicon Valley experience that shaped a data-first approach to decision making.

Growth Hacker & Web Marketing Manager — Wyscout 2014 — 2017
SEO/SEM and growth hacking for the world's leading football scouting platform (800+ clubs, 40+ national teams, 400K+ players). Later acquired by HUDL.

SEO Consultant — Dedagroup 2014 — 2018
SEO, SEM and growth hacking for enterprise clients during the Idea Futura + Agorà → Dedagroup Wiz corporate merger.

Analytics & B2B Acquisition — Google, San Francisco (2012–2013) · Web Marketing Manager — Eurotraining (2006–2012)

LEADERSHIP & PUBLICATIONS

President — AIPIA (2024 — Present)
Italian Association of AI Professionals. 320+ members, Rome HQ. AI governance, training, EU AI Act advocacy.
Lecturer — IED Milan, CONI, Nana Bianca, Univ. of Florence, Randstad

"Get Found by ChatGPT" (2026) — AIO/LLMO/GEO
"AIO: Your Next Colleague Is a Robot" (2023)
"Growth Hacking: Secrets to Fast, Sustainable Growth" (2024)
Podcast host on AI & digital innovation

EDUCATION & CERTIFICATIONS

CS for Artificial Intelligence — Harvard (2024)
Bitcoin & Blockchain — Bocconi University (2021–22)
Master in Evolution Marketing — IED Milan (2012–13)
BA in Business Administration — Univ. of Genoa (2007–11)

55 international certifications:
Salesforce (4): Service Cloud, Experience Cloud, Platform Dev, Admin
Google Digital Academy (12) · AWS (9) · HubSpot (13)
SEMrush (11) · YouTube (2) · GA Academy (2)

SKILLS

AI & Machine Learning: LLM (GPT-5, Claude Opus 4, Gemini 3), Prompt Engineering, RAG, AI Agents, NLP, Computer Vision, Generative AI, MLOps, Deep Learning, Predictive Analytics, LLM Orchestration, AI Ethics, EU AI Act, AIO, LLMO, GEO
Growth & Digital Marketing: Growth Hacking, SEO, SEM, Marketing Automation, CRM (Salesforce), Google Ads, Meta Ads, A/B Testing, CRO, Funnel Optimization, Data-Driven Strategy, KPI Analysis, Content Strategy
Tech & Automation: Python, JavaScript, HTML/CSS, SQL, REST API, n8n, WordPress, AWS, Azure, Firebase, Docker, Agile/Scrum

LANGUAGES & INTERESTS

Italian (native) · Spanish (native) · English (professional, C1–C2) | Former competitive water polo player, Pro Recco (European Champions 2006) · PADI Divemaster · Boat license

Retrieval Augmented Generation · Large Language Model · AI Agent Orchestration · Agentic AI · Multimodal AI · GPT-5.4 · Claude Opus 4.6 · Gemini 3.1 · AI Transformation · Digital Strategy · Enterprise AI · LLM Fine-Tuning · AI Governance · Responsible AI · Cross-Border Marketing · B2B Lead Generation

I hereby authorize the processing of my personal data pursuant to EU Regulation 2016/679 (GDPR)