

# Rafael Patron

AI Program Manager | President, AIPIA | Growth Hacker

## PERSONAL INFORMATION

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Location	Genoa, Italy — Dubai, UAE (Intarget DMCC, JLT Free Zone)
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Nationality	Italian and Peruvian (dual citizenship)
Languages	<b>Italian</b> — Native <b>Spanish</b> — Native <b>English</b> — Professional working proficiency (C1)

## PROFESSIONAL SUMMARY

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President of AIPIA (Associazione Italiana Professionisti dell'Intelligenza Artificiale), Italy's first and largest professional association for AI practitioners, with 320+ members and institutional partnerships at EU level. Concurrently serving as AI Program Manager at Intarget DMCC (Dubai), where I design and deploy AI-powered marketing systems for international B2B clients.

Career spanning 20+ years across digital marketing, artificial intelligence, growth hacking, SEO/SEM, marketing automation, CRM implementation, and performance optimization. Track record includes direct experience at Google (San Francisco), Snap Inc. (Santa Monica, pre-IPO), and academic training at Harvard University (CS50 AI). Published author of three books on growth hacking and AI. University lecturer at IED Milan for 6 years and startup mentor at Nana Bianca/Hubble accelerator (Florence). Operating across three continents with a client portfolio that includes Juventus FC, Microsoft, Google, TIM (Italy's largest telco), Wyscout (acquired by HUDL), Colussi Group, and Dedagroup. Trilingual professional (Italian, Spanish, English) with deep expertise in the European, Gulf, and Latin American markets.

## CURRENT POSITIONS

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**President** — AIPIA, Italian Association of AI Professionals (Rome, Italy)

**AI Program Manager** — Intarget DMCC (Dubai, UAE)

**Speaker & Author** — International conferences, published books and articles

## PROFESSIONAL EXPERIENCE

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Jun 2025 – Present

### President

**AIPIA — Italian Association of AI Professionals** | Rome, Italy

Setting the strategic direction and chairing the Board of Directors of Italy's first professional association dedicated to AI practitioners (320+ active members as of 2026, founded February 2024).

Drafted and published Italy's first professional code of ethics for AI practitioners, establishing behavioral and quality standards for the emerging AI profession in the

country.

Built institutional partnerships with government ministries (Ministry of Enterprise, Ministry of University and Research), major universities, and technology companies on AI governance, regulation, and workforce development.

Represented AIPIA at European Union working groups on AI regulation and ISO standardization committees, contributing to the Italian position on the EU AI Act implementation.

Led flagship events in Genoa, Florence, Rome, and Milan reaching a combined audience of 1,500+ professionals from enterprise, academia, and government.

Launched and supervised the AIPIA Observatory on AI Adoption and ROI in Italian Enterprises, the first industry report of its kind in the Italian market.

Coordinated the development and launch of the European AI Professional Credential — Foundation, Italy's first AI credential issued as a European Digital Credential (Europass/European Commission format) with eIDAS-compliant electronic seal.

Oversaw the creation of the AIPIA AI Professional Foundation Program, a structured 4-session live training course with examination and European Digital Credential issuance.

Keywords: AI governance, AI ethics, professional standards, EU AI Act, ISO standardization, institutional partnerships, association management, European Digital Credentials, eIDAS, Europass, workforce development, AI regulation, stakeholder engagement.

Jan 2025 – Present

### **Speaker & Author**

**AIPIA** | Rome, Italy

Keynote speaker at major national and international industry conferences including Web Marketing Festival (Rimini), SMAU (Milan), and AI Week, delivering talks on AI-driven growth strategies, marketing automation, and the future of AI in business.

Author of three published books:

- "Growth Hacking" — Strategy and tactics for scalable growth (published in Italian, available on Amazon).
- "AIO: Your Next Colleague Is a Robot" — Practical guide to AI in the workplace, covering automation, AI agents, and organizational transformation.
- "Get Found by ChatGPT" ("Fatti trovare da ChatGPT") — The first Italian-language book on optimization for LLM visibility (AIO/LLMO/GEO), covering how businesses can be discovered by AI-powered search and recommendation systems.

Published commentary and articles in Corriere Innovazione, Il Sole 24 Ore (Italy's leading financial daily), and Wired Italy. Spanish editions available on Amazon KDP.

Keywords: public speaking, keynote, thought leadership, AI publishing, LLM optimization, AIO, LLMO, GEO, generative engine optimization, content strategy, book publishing, Amazon KDP.

Oct 2019 – Present

### **AI Program Manager**

**Intarget DMCC** | Dubai, UAE (JLT Free Zone)

Leading AI strategy and digital performance for international B2B clients, operating from Intarget's Dubai DMCC entity in the Jumeirah Lake Towers free zone.

Designing and deploying AI-powered lead generation pipelines, marketing automation workflows, and predictive analytics systems that directly impact client revenue and customer acquisition costs.

Integrating Large Language Model (LLM) based tools into client marketing technology stacks: automated content generation, predictive audience segmentation, conversational AI chatbot deployment, and AI-driven A/B testing frameworks.

Managing cross-functional teams spanning SEO specialists, paid media managers, CRM administrators, content strategists, and data analysts across multiple time zones (Gulf, Europe, Americas).

Developing custom AI solutions using n8n workflow automation, Claude API, OpenAI API, and proprietary machine learning models for marketing optimization.

Average results across key accounts: +40% conversion rate improvement, -30% customer acquisition cost reduction, +25% increase in qualified lead volume.

Client industries: technology, finance, energy, sports, food & beverage, fashion, healthcare.

Keywords: AI strategy, digital marketing, lead generation, marketing automation, LLM integration, predictive analytics, B2B marketing, conversion rate optimization, CRO, customer acquisition cost, CAC, paid media, SEO, SEM, Google Ads, Meta Ads, programmatic advertising, n8n, Claude API, OpenAI, machine learning, cross-functional team management, DMCC, Dubai, UAE, free zone.

Jan 2018 – Oct 2022

### **AI & SEO Consultant**

**LEAD Digital** | Peru (Latin American market)

Senior AI and SEO consultant for a Peru-based digital agency serving clients across the Latin American market (Peru, Colombia, Chile, Argentina, Mexico).

Developed predictive SEO strategies using machine learning algorithms for keyword research, content gap analysis, and large-scale content optimization. Pioneered the use of AI tools for Spanish-language SEO before the mainstream adoption of generative AI.

Delivered measurable organic traffic growth for clients in e-commerce, education, financial services, and tourism verticals across Spanish-speaking markets.

This engagement provided direct, hands-on experience with the unique challenges and opportunities of digital marketing in Latin America: market fragmentation, multi-country SEO strategies, cultural adaptation of campaigns, and cross-border B2B lead generation.

Keywords: SEO, international SEO, LATAM, Latin America, Spanish-language SEO, predictive SEO, machine learning, keyword research, content optimization, organic traffic, e-commerce SEO, cross-border marketing, Peru, Colombia, Chile, Argentina, Mexico.

2018 – 2022

### **Instructor in Growth Hacking, AI & Startup Mentor**

**Nana Bianca — Hubble Program** | Florence, Italy

Lead instructor and strategic mentor in the Hubble Program, a selective startup accelerator backed by Fondazione CR Firenze (one of Italy's largest banking foundations), Nana Bianca (Florence's premier startup incubator), and Randstad Italy (global HR services).

Delivered intensive training sessions and provided one-on-one strategic mentorship to selected early-stage startups over 4 annual cohorts (2018–2022), focusing on growth hacking methodologies, unit economics, go-to-market strategy, product-market fit validation, and data-driven decision making.

Florence is Italy's second-largest startup ecosystem after Milan, and the Hubble Program is one of the region's flagship accelerator initiatives.

Keywords: startup mentoring, startup acceleration, growth hacking, go-to-market, product-market fit, unit economics, early-stage startups, venture building, Fondazione CR Firenze, Randstad, Florence.

2017 – Mar 2021

### **Growth Hacker & CRM Specialist**

**Unoenergy Spa** | Genoa, Italy

Dual-role engagement combining digital growth strategy and Salesforce CRM implementation for Unoenergy Spa, a national gas and electricity provider with a commercial network spanning all Italian regions.

Designed and deployed lead generation funnels, optimized the company's digital presence across organic and paid channels, and implemented Salesforce automation workflows for the national sales team.

Managed the full Salesforce implementation lifecycle: requirements gathering, configuration, customization (Apex, Visualforce), user training, and ongoing optimization.

Contributed to the digital transformation of a traditional energy utility, introducing data-driven marketing practices and marketing automation (email sequences, lead scoring, pipeline management).

Keywords: Salesforce, Salesforce CRM, Salesforce Administrator, Salesforce Developer, Apex, Visualforce, CRM implementation, lead generation, marketing automation, email marketing, lead scoring, pipeline management, energy sector, utility, digital transformation, growth hacking.

Feb 2020 – 2021

### **Instructor — Operazione Risorgimento Digitale**

**TIM (Telecom Italia)** | Genoa, Italy

Selected as instructor for TIM's national digital literacy initiative ("Operazione Risorgimento Digitale"), Italy's largest public-private partnership for digital inclusion. TIM is Italy's largest telecommunications company (revenue €15B+, 40,000+ employees).

Delivered free training on digital competencies to citizens, small and medium enterprises, public administration employees, and young people, contributing to Italy's effort to close the digital skills gap.

The initiative was recognized as one of Europe's most ambitious digital inclusion programs, involving hundreds of instructors across all Italian regions.

Keywords: digital literacy, digital inclusion, digital skills, public-private partnership, TIM, Telecom Italia, corporate social responsibility, CSR, digital transformation, training, adult education.

Jan 2014 – 2020

### **Lecturer in Digital Marketing**

**IED — Istituto Europeo di Design** | Milan, Italy

Lecturer in Growth Hacking, SEO, and SEM within the "Evolution Marketing and Social Media" graduate specialization at IED Milan — one of Europe's leading design and communications schools (founded 1966, 11 campuses worldwide including São Paulo, Madrid, Barcelona, and Rio de Janeiro).

Designed and delivered curriculum covering conversion-oriented digital marketing strategies, growth experimentation frameworks, A/B testing methodologies, funnel optimization, and advanced search engine marketing techniques.

Six consecutive years of teaching (2014–2020), training hundreds of graduate students and working professionals in practical, results-oriented digital marketing.

Keywords: university lecturer, higher education, digital marketing education, growth hacking, SEO training, SEM training, IED, Istituto Europeo di Design, Milan, curriculum design, graduate program.

Jan 2017 – Dec 2019

### **Web Marketing Manager & Automation Specialist**

**Virtus Entella** | Chiavari, Italy

Web Marketing Manager and Marketing Automation Specialist for Virtus Entella, a professional football club competing in Italy's Serie B (second division). Sports marketing is a recurring theme in my career, having also worked with Juventus FC, Genoa CFC, and Wycout.

Developed and implemented integrated digital marketing campaigns and marketing automation systems (email sequences, fan engagement workflows, ticket sales funnels) to strengthen the club's brand and grow its fanbase.

Supported the club's strategic objective of returning Chiavari to professional football through data-driven fan acquisition and community engagement campaigns.

Keywords: sports marketing, football, Serie B, digital marketing, marketing automation, fan engagement, email marketing, ticket sales, brand management, community management.

Apr 2016 – Sep 2017

### **Data & Algorithm Governance**

**Snap Inc.** | Santa Monica, California, USA

Joined Snap Inc. (parent company of Snapchat) during the critical pre-IPO phase at the Santa Monica headquarters. Snap's IPO in March 2017 valued the company at \$24 billion, making it one of the largest technology IPOs of the decade.

Worked within the data and algorithm governance function, focusing on data quality frameworks, data pipeline optimization, and the definition of best practices for user data handling at global scale (200+ million daily active users at the time).

Contributed to the development of internal governance protocols for algorithmic decision-making systems, ensuring compliance with emerging data protection regulations and ethical standards.

The experience of working inside a Silicon Valley company at the peak of its growth

trajectory — from late-stage startup to publicly traded company — was formative in shaping my approach to data-driven decision making, rapid scaling, and technology governance.

Keywords: Snap Inc., Snapchat, Silicon Valley, pre-IPO, data governance, algorithm governance, data quality, data pipeline, user data, data protection, GDPR, algorithmic decision-making, technology governance, IPO, scaling, Santa Monica, California.

Jun 2014 – Jun 2017

### **Growth Hacker & Web Marketing Manager**

**Wyscout** | Chiavari, Italy

Growth Hacker and Web Marketing Manager for Wyscout, the world's leading professional football scouting platform. At the time of my tenure, Wyscout was used by 800+ professional clubs, 40+ national teams, and the world's leading player agencies, providing data, video, and analytics on 400,000+ players worldwide. Wyscout was later acquired by HUDL (US-based sports technology company).

Built and executed the SEO/SEM strategy from scratch, achieving significant organic visibility growth in a highly competitive global niche (professional sports technology).

Developed and launched growth hacking campaigns to amplify the platform's online presence and strengthen its global community of football professionals.

Co-organized the Wyscout Forum 2017, the industry's flagship digital event for football scouting and analytics professionals.

Keywords: Wyscout, HUDL, football scouting, sports technology, SaaS, growth hacking, SEO, SEM, community building, B2B SaaS, sports analytics, player scouting, event organization.

Jul 2014 – Sep 2018

### **SEO Consultant**

**Dedagroup** | Bologna, Italy

SEO, SEM, and growth hacking consultant for enterprise clients during a major corporate transformation: the merger of Idea Futura and Agorà Telematica into Dedagroup Wiz. Dedagroup is one of Italy's largest IT services and software companies (2,000+ employees, €300M+ revenue).

Delivered custom digital strategies across multiple industry verticals (finance, public administration, healthcare, manufacturing), transforming clients' digital presence into a measurable strategic asset.

Keywords: SEO consulting, SEM, enterprise SEO, growth hacking, IT services, digital transformation, B2B consulting, Dedagroup, corporate merger, multi-vertical.

Jan 2013 – Oct 2019

### **Founder & Growth Hacker**

**PatronMultimedia** | Genoa, Italy

Founded in 2012. Full-stack growth consultancy providing strategy and implementation services in growth hacking, SEO/SEM, marketing automation, PPC campaign management, web development, and conversion rate optimization.

Served clients across sports, food & beverage, tourism, healthcare, fashion, and optics industries. Developed bespoke growth plans for each client, combining traditional marketing with data-driven digital strategies.

Key clients: Wyscout (sports tech), Colussi Group (food, national brand), Riso Flora (rice, national brand), Genoa CFC (Serie A football), Ethos Profumerie (retail, 400+ stores), Vision Ottica (optical retail chain), Italian Urological Association (healthcare/medical).

Keywords: growth consultancy, growth hacking, SEO, SEM, PPC, Google Ads, marketing automation, web development, conversion rate optimization, CRO, freelance consultant, startup, SMB, enterprise.

Jan 2013 – Sep 2014

### **Growth Hacker & Web Marketing Manager**

**Morpheus srl** | Milan, Italy

Growth Hacker and Web Marketing Manager at Morpheus, an integrated marketing and communications agency based in Milan. Responsible for developing and executing digital marketing strategies for a diverse portfolio of agency clients.

Keywords: agency, marketing communications, integrated marketing, Milan, growth

hacking, web marketing.

Dec 2012 – Jun 2013

### **Analytics & B2B Customer Acquisition**

**Google** | San Francisco, California, USA

Worked with the Analytics & B2B Customer Acquisition team at Google's San Francisco headquarters (1600 Amphitheatre Parkway era / Market Street office).

Focused on data analysis for enterprise client acquisition and optimization of B2B digital marketing campaigns. Built advanced reporting dashboards using Google Analytics and internal tools, and contributed to pipeline growth for the B2B division.

Collaborated with cross-functional teams across product, sales, and marketing to optimize the full-funnel customer acquisition journey for Google's enterprise products.

This was the foundational professional experience that cemented the data-first, measurement-driven approach to marketing that has defined my entire career.

Keywords: Google, San Francisco, B2B marketing, enterprise marketing, customer acquisition, data analysis, Google Analytics, reporting dashboards, pipeline growth, full-funnel optimization, cross-functional collaboration.

Feb 2006 – Oct 2012

### **Web Marketing Manager & SEO Specialist**

**Eurotraining Engineering s.r.l.** | Genoa, Italy

Built the company's digital marketing capabilities from the ground up over nearly 7 years — the first and longest professional role in my career, providing a comprehensive foundation in web development, SEO strategy, and client-facing digital solutions.

Developed expertise in web design and development (PHP, jQuery, HTML, CSS), search engine optimization (on-page and off-page), and digital marketing strategy for technology and innovation services clients.

Keywords: web development, PHP, jQuery, HTML, CSS, SEO, on-page SEO, off-page SEO, web marketing, digital marketing, first role, career foundation.

## **EDUCATION & PROFESSIONAL TRAINING**

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Jul 2024 – Dec 2024

### **Computer Science for Artificial Intelligence**

**Harvard University** (CS50 AI — Online Professional Certificate)

Comprehensive program covering search algorithms, knowledge representation, uncertainty, optimization, machine learning, neural networks, natural language processing, and computer vision. Delivered by Harvard's renowned CS50 faculty.

Keywords: Harvard, CS50, artificial intelligence, machine learning, neural networks, NLP, computer vision, search algorithms, optimization, knowledge representation.

Oct 2021 – Jan 2022

### **Bitcoin and Blockchain Program**

**Università Bocconi** — Marketing & Sales

Bocconi University is consistently ranked among the top 10 business schools in Europe (Financial Times, QS). Program covering blockchain technology, cryptocurrency markets, decentralized finance (DeFi), and business applications.

Keywords: Bocconi, blockchain, Bitcoin, cryptocurrency, DeFi, decentralized finance, fintech.

Mar 2021

### **Salesforce Certified Platform App Builder — 5x Certification, Ranger Status**

**Trailhead by Salesforce**

Achieved Ranger status with 12x Superbadges, 163,000+ points, and 153+ badges.

Certifications: Salesforce Certified Cloud Consultant, Salesforce Certified Administrator, Salesforce Certified Platform App Builder.

Keywords: Salesforce, CRM, Salesforce Administrator, Salesforce Developer, Cloud Consultant, Platform App Builder, Apex, Visualforce, Lightning, Trailhead, Ranger.

Jan 2020 – Mar 2021

## Online Courses and Certifications

### HubSpot Academy

Inbound Marketing, Content Marketing, Email Marketing, and Marketing Automation certifications.

Keywords: HubSpot, inbound marketing, content marketing, email marketing, marketing automation, CRM.

2019 – 2020

### ADS School

#### Marketers

Advanced digital advertising program covering Google Ads, Facebook Ads, programmatic advertising, and performance marketing.

University Degree

### Economia Aziendale (Business Administration)

University degree in Business Administration with focus on marketing, management, and corporate strategy.

Keywords: business administration, economics, marketing, management, university degree, laurea.

## TECHNICAL SKILLS & COMPETENCIES

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AI & Machine Learning	Artificial Intelligence strategy and implementation, Large Language Models (LLM), GPT-4, Claude, Gemini, machine learning, natural language processing (NLP), computer vision, predictive analytics, AI agents, AI workflow automation (n8n, Make, Zapier), Claude API, OpenAI API, prompt engineering, RAG (Retrieval-Augmented Generation), fine-tuning, AI governance, AI ethics.
Digital Marketing	Growth hacking, SEO (on-page, off-page, technical SEO), SEM, PPC (Google Ads, Meta Ads, LinkedIn Ads), email marketing, content marketing, content strategy, conversion rate optimization (CRO), A/B testing, funnel optimization, marketing automation, lead generation, lead scoring, demand generation, account-based marketing (ABM), affiliate marketing, LLMO, AIO, GEO (Generative Engine Optimization).
CRM & Platforms	Salesforce (Certified Administrator, Cloud Consultant, Platform App Builder), Apex, Visualforce, Salesforce Lightning, HubSpot, WordPress, WooCommerce, Shopify, Mailchimp, MailPoet, ActiveCampaign, Google Analytics 4, Google Tag Manager, Google Search Console, SEMrush, Ahrefs, Screaming Frog.
Web Development	HTML5, CSS3, JavaScript, PHP, Python, jQuery, React (basic), Node.js (basic), REST APIs, Apache, Nginx, DNS management, SPF/DKIM/DMARC configuration, SSL/TLS, WordPress theme and plugin development, WP REST API, Git, Linux server administration.
Data & Analytics	Google Analytics 4, Google Data Studio / Looker Studio, Salesforce Reports & Dashboards, SQL (basic), Python for data analysis (pandas, matplotlib), Excel/Google Sheets advanced (pivot tables, VLOOKUP, data modeling), KPI definition, attribution modeling, cohort analysis.
Tools & Platforms	n8n (workflow automation), Hetzner VPS, DigitalOcean, Cloudflare, Amazon KDP, Canva, Figma (basic), Notion, Trello, Asana, Slack, Zoom, Microsoft 365, Google Workspace.

## PUBLICATIONS

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- Books
- "Growth Hacking"** — Strategy and tactics for scalable growth. Published in Italian. Available on Amazon.
  - "AIO: Your Next Colleague Is a Robot"** ("AIO: Il tuo prossimo collega è un robot") — Practical guide to AI in the workplace. Published in Italian. Available on Amazon.
  - "Get Found by ChatGPT"** ("Fatti trovare da ChatGPT") — The first Italian-language book on LLM optimization (AIO/LLMO/GEO). Published in Italian with Spanish edition.

Available on Amazon KDP.

Press & Media **"The Italian Who Sold the Algorithm to Snapchat"** — Feature article covering my experience at Snap Inc. and return to Italy.  
Official testimonial for TIM (Telecom Italia) — Operazione Risorgimento Digitale national campaign.  
Published articles and commentary in: Corriere Innovazione, Il Sole 24 Ore (Italy's leading financial daily), Wired Italy.

## CONFERENCES & SPEAKING ENGAGEMENTS

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Selected events Web Marketing Festival (Rimini) — Keynote on AI-driven growth strategies  
SMAU (Milan) — AI and marketing automation for SMBs  
AI Week — The future of AI professionals in Italy  
AIPIA flagship events (Genoa, Florence, Rome, Milan) — AI governance, ethics, and professional standards  
Wyscout Forum 2017 (Chiavari) — Digital transformation in professional sports  
Nana Bianca / Hubble Program (Florence) — Growth hacking for early-stage startups  
TIM Operazione Risorgimento Digitale — National digital literacy tour  
IED Milan — Guest lectures and workshop series on digital marketing and growth

## NOTABLE PROJECTS & INITIATIVES

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AIPIA EDC **European AI Professional Credential — Foundation**  
Led the development of Italy's first AI credential issued as a European Digital Credential (Europass / European Commission format). Signed with an eIDAS-compliant advanced electronic seal (Sectigo). Storable in Europass wallet and instantly verifiable by employers and institutions across the EU.

AIPIA Observatory **Observatory on AI Adoption and ROI in Italian Enterprises**  
Conceived and supervised the first Italian industry report tracking AI adoption rates, use cases, and return on investment across enterprise segments.

Allessia **AI Virtual Assistant for AIPIA**  
Designed and developed an AI-powered virtual assistant for the association using n8n workflow automation, Claude API, and Hetzner VPS infrastructure. Handles member inquiries, event information, and general AI-related questions.

AI NEXT **AI NEXT — La Scuola del Domani (The School of Tomorrow)**  
Strategic project to bring AI education to 1,000 students in the Liguria region (Italy). Hub & Spoke model with partner schools. Submitted funding proposals to Fondazione Carige, Fondazione Garrone, and Compagnia di San Paolo.

## PROFESSIONAL CERTIFICATIONS

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Salesforce Salesforce Certified Cloud Consultant  
Salesforce Certified Administrator  
Salesforce Certified Platform App Builder  
Trailhead Ranger (12x Superbadges, 163K+ Points, 153+ Badges)

HubSpot HubSpot Inbound Marketing Certification

HubSpot Content Marketing Certification  
HubSpot Email Marketing Certification  
Other Ready for Excellence  
Basic Safety Training (BST)

## **SELECTED CLIENTS & COLLABORATIONS**

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Technology	Google, Snap Inc. (Snapchat), Microsoft, Wyscout (HUDL), Dedagroup
Telecommunications	TIM (Telecom Italia)
Sports	Juventus FC, Genoa CFC, Virtus Entella, Wyscout
Food & Beverage	Colussi Group, Riso Flora
Energy	Unoenergy Spa
Retail	Ethos Profumerie (400+ stores), Vision Ottica
Healthcare	Italian Urological Association (Associazione Urologi Italiana)
Education	IED Milan, Nana Bianca / Hubble Accelerator, TIM Risorgimento Digitale

I authorize the processing of personal data pursuant to Italian Legislative Decree 196/2003 and EU Regulation 2016/679 (GDPR).