



# FRANCESCO SALIZZONI

XR PROJECT MANAGER / BUSINESS DEVELOPER

## CONTACT ME

Via del Riccio 6  
40123 - Bologna

t: +39 329 2295 774

e: francescosalizzoni@gmail.com

in /francescosalizzoni

## EDUCATION

Course, Big Data and Social Analytics  
Massachusetts Institute of Technology  
2016 - 2017

Master's degree, System Analysis  
Universidade Federal de Minas Gerais, Brazil  
2006 - 2007

One year scholarship, Computer  
University of California, San Diego  
2003 - 2004

Bachelor's degree, Computer Science  
University of Bologna  
1999 - 2004

## EXPERTISE

- AVR technologies
- Project management
- AGILE methodologies
- Business development
- Metrics and analysis
- Budgeting
- Coaching
- Conflict management
- Event production

## ABOUT ME

” I love technology in every form, from arts to industry; and I truly enjoy the design and the development processes of any digital product.

I do like people and social interactions very much. But dev teams are something special, since they are the ones that turn everything possible. Magic happens when you're able to build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

Almost three years ago I started to deal with immersive technologies and it's pure magic. I've found my polar star and a powerful set of tools to change the world.

## AVR EXPERIENCE

**Project manager / Business developer** *May 2021 - present*  
**Applied - Bologna**

Delivering AVR solutions: from industry to fashion. Pushing for a standardized approach in product definition and development across the Group companies.

- Product design, development and delivery / budget & time tracking
- Business development, R&D
- Cross team engagement
- Now there is a plan for AGILE adoption into company culture.

**Project manager / Team Lead** *Jan 2020 - May 2021*  
**EON Reality Italia - Bologna**

Dev team got bigger, so I focused on its management. Mainly AR and VR custom projects: from design to delivery

- Product design, development and delivery / budget & time tracking
- Introduced AGILE into the company culture.
- Improved communications between sales and dev;
- Supported recruiting

**Project manager / Key Account** *Jun 2019 - Dec 2019*  
**EON Reality Italia - Bologna**

Selling EON XR platform and custom projects. End-to-end client's management: from sales phase to final product delivery.

- Managing tech team
- Selling off-the-shelf EON XR platform to educational and industrial clients;
- Mapping client's needs and designing AR and VR custom applications;

## **START-UP & ENTREPRENEURSHIP**

### **General Director**

*Nov 2017 - May 2019*

#### **UGO - Bergamo**

UGO is a mobile ticketing company for promoters and event goers.

As General Director I focused on improving product development, strategy and cash collection.

- Company management (strategy, budget, resources, structure)
- Business planning
- Product strategy
- Keeping track of user behaviour metrics
- Fundraising

### **Program Manager**

*Apr 2017 - Nov 2017*

#### **GoodBuyAuto - Milan**

Led the creation of a Business Intelligence system whose aim was to support Sales and Marketing dept. decisions in the automotive business.

- Following the entire workflow pipeline, from raw data to BI dashboard
- System migration management

### **Coordinator and mentor**

*Feb 2014 - Nov 2016*

#### **TIM #WCAP - Bologna**

Daily coordination of the startup accelerator and a lot of mentoring.

We offered pre-seed round investments to attract and support early stage companies.

- Coordination and Mentoring
- Dissemination for TIM #WCAP Call for Ideas
- Event organization

### **Strategic advisor**

*Feb 2014 - Nov 2016*

#### **Regione Emilia Romagna - Bologna**

Supported the concept development and implementation strategy of "Laboratori Aperti": a 30 MLN POR/FESR project to turn 10 abandoned buildings into innovation spaces, open to talents, companies, communities and citizens.

### **Digital strategist**

*Feb 2014 - Nov 2016*

#### **Centergross - Bologna**

Centergross is the leading European fashion district for Made in Italy.

Set up the marketing strategy and dealt with hundreds of fashion companies of any kind.

### **Project and communications**

*Nov 2009 - Feb 2015*

#### **Epoca - Bologna**

Epoca was a startup mainly focused on service design and web development.

I managed projects and worked on the communications side of the digital products.

## TEACHING

**Teacher**

*Apr 2021 - Jun 2021*

**IAAD school of design - Bologna**

"Immersive environments" course: basis of AVR technologies and solutions, also an insight of the Metaverse and what we should expect from it

**Teacher**

*Sep 2020 - Dec 2020*

**Fondazione FITSTIC - Bologna**

"Project management and lean strategy" course: Scrum AGILE, User Story Mapping, Value Proposition Design, Business Model Canvas and Liberating Structures

**Professor assistant - Bologna**

*Feb 2013 - Nov 2016*

**University of Bologna**

"Computational Tools" is an english course designed to teach the Office Suite (Word, Excel, Access) and online collaboration / Document sharing among organizations. My role was to support the professor during classes, exercises and exams.

## EVENT PRODUCTION

**Production director**

*Jan 2017 - present*

**Festivalle Festival - Agrigento**

Festivalle is an international modern jazz and electronic music festival located inside "Valle dei Templi" in Agrigento, Sicily. I take care mainly of the on-site event production.

**President**

*Dec 2009 - Apr 2021*

**Associazione Culturale Shape - Bologna**

Promoting and exploring digital arts from any possible point of view.

Our mission is to deliver unconventional digital experiences in unconventional places like post-industrial hangars or ancient castles.

**Production director**

*Sep 2008- Nov 2018*

**ROBOT Festival - Bologna**

roBOt festival is an international electronic music festival located in Bologna.

I've been in charge of the production since its very beginning, back in 2008.

A 10 years rewarding experience like no others.

## WHERE I STARTED

**Junior Project Manager**

*May 2004 - Jul 2007*

**GVC - Belo Horizonte, Brazil**

My professional experience started with "Health Care Network", a 3MLN EU cooperation project to support the informatization of Public Health in the city of Belo Horizonte (Minas Gerais) inside the @LIS EU financing line.