

EXPLORE

Innovation and Design Trends



THE
FUTURE
OF
WORK

Program

18 -19 OCTOBER 2018

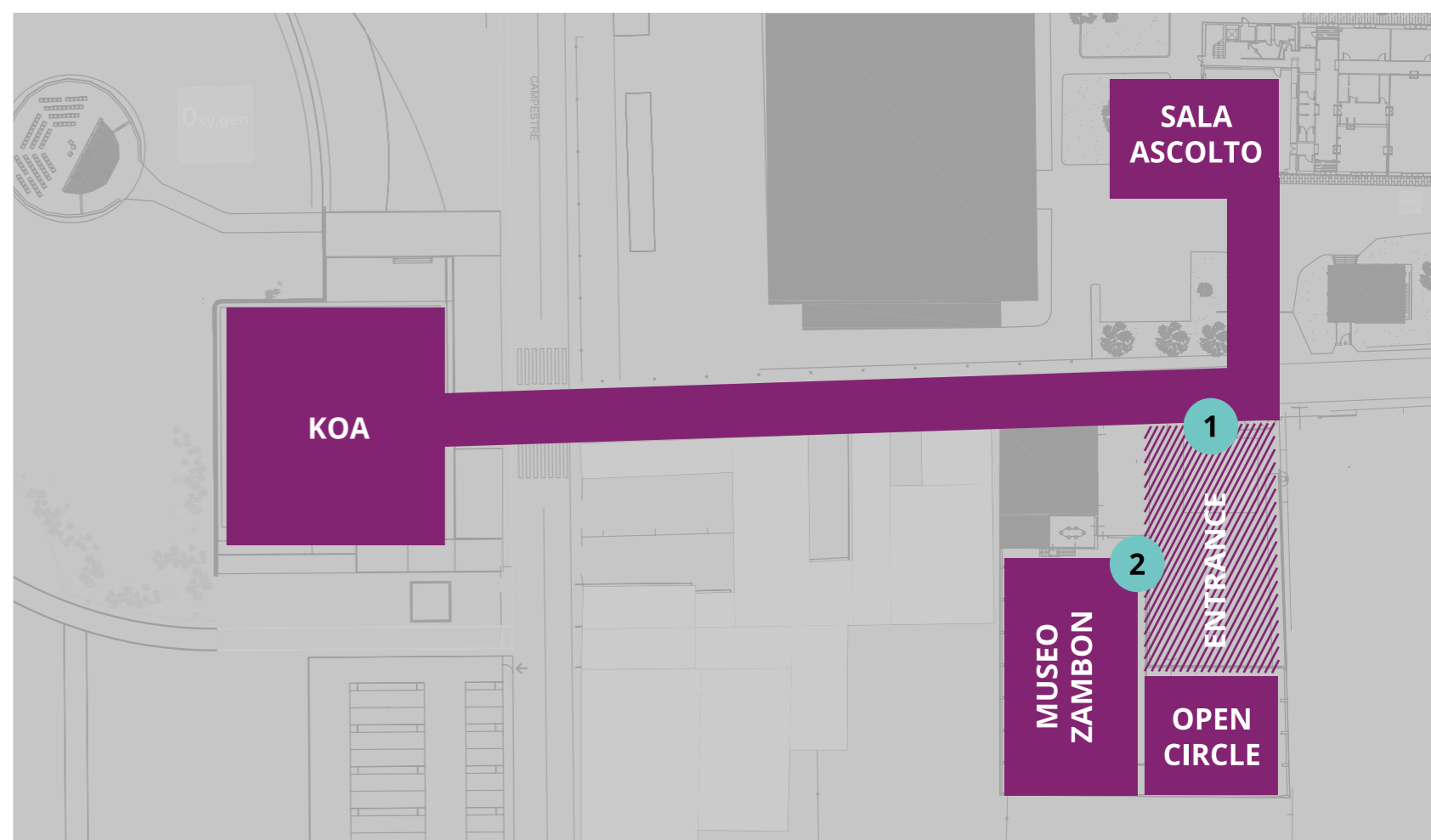
Dedicated to those who need to be inspired and keep up-to-date, observing the future that awaits us, put ideas into practice and produce concrete value through scalable and reproducible processes.

The unique two-day event which integrates management competences, technologies and case studies presented by innovation thought-leaders in an itinerary that will give participants the tools to launch new relevant projects within their organisation.

The future of work walks with those who choose to change and experience new ways to innovate, contributing to knowledge construction inside their companies!

#XPLORE2018

#FOW



1 ENTRANCE
Via Antonio Meucci, 8 - Bresso (MI)

2 CHECK-IN

OPEN CIRCLE
Speeches - Day 1
Workshop Lucia Chierchia and Marcello Coppa - Day 2

KOA
Technology Aperitif I4.0 - Day 1

SALA ASCOLTO
Workshop Michele Giordani and Gianluigi Martina - Day 2

MUSEO ZAMBON
Lunch and Coffee break - Both days

18 October

KEYNOTE EXPERIENCE

OPEN CIRCLE

9.15	Opening	FABIO NALUCCI CEO & Founder @GELLIFY	
9.35	Speech	ALBERTO GARUCCIO Head of Innovation Discovery @Intesa San Paolo Innovation Center Intro by MICHELE GIORDANI Managing Partner @GELLIFY	<i>"Company Building as an approach to face new technological and business model challenges"</i>
10.15	Speech	COSIMO ACCOTO Research Affiliate @MIT of Boston	<i>"The future of work with deep learning, robotics, blockchain and platforms"</i>
10.50	COFFEE BREAK @MUSEO ZAMBON		
11.20	Speech	LUCA DE BIASE Innovation Editor @Il Sole 24 Ore and Nòva24	<i>"Work is his project"</i>
12.00	Speech	BARBARA CAPUTO AP @University Of Rome La Sapienza & Sr. Researcher @ Istituto Italiano di Tecnologia	<i>"See, understand and imagine the sense of things in the robots of tomorrow"</i>
12.40	Speech	STEFANO TASCONE Managing Director @Accenture Digital Industry X.0 Lead	<i>"Intelligent products and processes: Industry X.0 and AI"</i>
13.15	LIGHT LUNCH @MUSEO ZAMBON		
14.30	Speech	MARCO BULGHERONI VP Global R&D and Design @Electrolux Professional	<i>"How diversity can drive innovation and enrich the human-machine symbiosis"</i>
15.10	Speech	STEFANO TROMBETTA Managing Director @Accenture Strategy, Talent & Organization Lead	<i>"The intelligent revolution: work in the time of artificial intelligence"</i>
15.50	Speech	GIOVANNI RIZZO Chief of Innovation Division @Zcube - Zambon	<i>"Doctor Who" will be my son's doctor</i>
16.30	COFFEE BREAK @MUSEO ZAMBON		
17.00	Speech	BARBARA COMINELLI COO, Marketing and Operations Director @Microsoft Italia Intro by ALESSIA CANFARINI Managing Director Global Business Strategy @HRC Group	<i>"Ambizione Italia" Operation plan for the digital future of the country</i>
17.40	Speech	FERDINANDO AMETRANO Adjunct Professor @Università degli Studi Milano Bicocca	<i>"Bitcoin, The Digital Gold Experiment"</i>
18.20	Closing	ANDREA LANDINI Managing Partner & Head of Community @GELLIFY	
18.40	TECHNOLOGY APERITIF 14.0 @KOA		

19 October

WORKSHOP EXPERIENCE

OPEN CIRCLE

9.15 Workshop part 1
MARCELLO COPPA
Managing Partner @GELLIFY
"Build an Innovation Culture"

9.15 Workshop part 1
MICHELE GIORDANI
Managing Partner @GELLIFY
"Build a Data-Driven Strategy"

10.45 **COFFEE BREAK @MUSEO ZAMBON**

11.15 Workshop part 2
MARCELLO COPPA
Managing Partner @GELLIFY
"Build an Innovation Culture"

9.15 Workshop part 1
MICHELE GIORDANI
Managing Partner @GELLIFY
"Build a Data-Driven Strategy"

13.00 **LIGHT LUNCH @MUSEO ZAMBON**

14.30 Workshop part 1
LUCIA CHIERCHIA
Managing Partner @GELLIFY
"Build an Intelligence for Industry 4.0"

14.30 Workshop part 1
GIANLUIGI MARTINA
Managing Partner @GELLIFY
"Build an Agile product roadmap"

16.00 **COFFEE BREAK @MUSEO ZAMBON**

16.30 Workshop part 2
LUCIA CHIERCHIA
Managing Partner @GELLIFY
"Build an Intelligence for Industry 4.0"

16.30 Workshop part 2
GIANLUIGI MARTINA
Managing Partner @GELLIFY
"Build an Agile product roadmap"

18.00 **CLOSING**

18 - 19

October

 NETWORKING

7 moments devoted to networking along the two days in order to make all participants build new relations with one another.



TECHNOLOGY APERITIF "AUGMENTED HUMANS"

A technology showcase taking place at KoA' - Kitchen Open Air, where participants can discover the potential of exoskeletons, smart glasses, smart watches and smart helmets and wear and try those innovative advanced solutions, living the emotions of "augmented humans".

18 October 2018 - h. 6.30 - 8.30 p.m.
at **KoA'-Kitchen Open Air**
Open Zone Zcube - Bresso (MI)

Every moment is a good time to dedicate oneself to business relationships.

For this reason coffee breaks and smart lunches will be organized in order to favor connections among professionals. Join us at Explore 2018 and take part in the Innovation Community of GELLIFY!



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Register for the monthly events.

Receive updates and relive them with videos, interviews and contents.



The Speakers



COSIMO ACCOTO
RESEARCH AFFILIATE @MIT OF BOSTON

Currently Research Affiliate at MIT of Boston, Cosimo Accoto matured his professional career in strategic management consulting as a partner and responsible for the innovation, digital transformation, organizational and cultural strategies of companies, in the international Internet measurement and digital analytics industry as commercial manager and in society world leaders in the development of data intelligence platforms.

The several essays of which he is author and co-author have been published by the Economics & Management magazines of the SDA Bocconi, Harvard Business Review Italy, Nova24 Il Sole24Ore, his latest being titled "In Data Time and Tide" will be published in its english version in October 2018.



FERDINANDO AMETRANO
ADJUNCT PROFESSOR @UNIVERSITÀ DEGLI STUDI MILANO BICOCCA

Director of the Digital Gold Institute, Ferdinando teaches "Bitcoin and Blockchain Technologies" at Politecnico di Milano and Milano-Bicocca University. Former Head of Blockchain and Virtual Currencies in Intesa Sanpaolo bank, he is member of the Scaling Bitcoin Planning Committee and has been Chairman of Scaling Bitcoin Conference 2016 in Milan. Author of scientific publications, contributors to multiple media outlets, appreciated speaker, lecturer and instructor, he has been invited to talk about bitcoin at the United Nations, central banks, the Italian Parliament, universities, conferences, and workshops. His academic research focuses on price stability, advocating automated non-discretionary elastic monetary policy for a new generation of cryptocurrencies (Hayek Money).



MARCO BULGHERONI
VP GLOBAL R&D AND DESIGN @ELECTROLUX PROFESSIONAL

Born in 1975, Marco Bulgheroni holds an Executive Master Degree in Technology and Innovation Management from Bologna Business School Italy. Marco Bulgheroni is currently Vice President Global R&D and Design at Electrolux Professional, leading a multicultural technology organization located in Europe, America and Asia. Prior to this assignment, he held different managerial R&D positions within Electrolux Group and previously Whirlpool Corporation. Innovation Strategy, Digital Transformation, Agile Methodology and Advanced Customer Experience are the key subject matters areas developed during his career path. Sport passionate and music enthusiast. Nothing more important than family for him. Favorite quote: "People may not remember exactly what you did, or what you said, but they will always remember how you made them feel." – Maya Angelou



BARBARA CAPUTO
ASSOCIATE PROFESSOR AT THE DEPARTMENT OF COMPUTER, CONTROL AND MANAGEMENT ENGINEERING OF THE UNIVERSITY OF ROME LA SAPIENZA AND SENIOR RESEARCHER @ ISTITUTO ITALIANO DI TECNOLOGIA

Barbara Caputo is the coordinator of Vandal Laboratory at IIT-Istituto Italiano di Tecnologia in Milan. She is a physicist and during her master thesis and PhD research she got interested in the field of image analysis. During her PhD she spent a period abroad, first in Germany, then in San Francisco (US), and then back to Europe in Stockholm, at KTH, in one of the most important lab in the world for computer imaging, artificial vision and robotics.

From 2005 to 2013 she worked as a senior researcher at the Indiap Research Institute in Martigny, Switzerland, where she founded the Artificial Cognitive Systems group. In 2013 she returned to Italy as Associate Professor at the University of Rome La Sapienza, where she founded the Vandal laboratory (Visual Learning and Multimodal Applications Laboratory).

In 2015, she won a grant from the European Research Council (ERC) for the RoboExNovo project, which aims to develop algorithms that allow robots to recognize objects in different environments by acquiring information from the web.

Since October 2017 she has been working at IIT, where she will further develop her project thanks to the two robotic humanoid platforms iCub and R1, with the aim to creating a "home robotics", ie robots that are specialized in domestic environments. Sport passionate and music enthusiast. Nothing more important than family for him. Favorite quote: "People may not remember exactly what you did, or what you said, but they will always remember how you made them feel." – Maya Angelou



LUCIA CHIERCHIA
MANAGING PARTNER @GELLIFY

Master's Degree in Mechanical Engineering @ Politecnico di Milano, Executive Master in Technologies & Innovation Management @ Bologna Business School.

Professional experience started in Aerospace and then moved to Home Appliances, in Whirlpool Corporation and Electrolux Group.

After managerial positions in Electrolux technology organization, Lucia implemented Open Innovation strategy and then built Innovation Hub.

Now Managing Partner @ GELLIFY, with focus on Industry 4.0 and Open Innovation.



BARBARA COMINELLI
COO, MARKETING AND OPERATIONS DIRECTOR @MICROSOFT ITALIA

Barbara Cominelli is the Director of Marketing & Operations, reporting to the CEO, Silvia Candiani. Within the Microsoft Italy Leadership Team, Barbara Cominelli has the responsibility to contribute to the growth of the Italian branch, defining business plans and marketing strategies aimed at supporting the path to Digital Transformation of the whole country and helping people and organisations to exploit their potential.

Together with the Marketing & Operations team, she supports the Italian companies in their innovation process, helping them to rethink their business models with a new productivity, thanks to an experience of interaction with the most functional devices and through the benefits of Cloud Computing and smart technologies. The team also focuses on security and privacy, which represent more and more a priority for public and private organisations, as well as for individuals. Graduated with honours in Business Administration at Bocconi University, Barbara Cominelli has gained solid international experience managing intercultural teams in different sectors: from Strategic Advisory at A.T. Kearney to Venture Capital in the high-tech field, as well as the management of strategy, marketing and planning at Tenaris. Before joining Microsoft Italy, Barbara Cominelli was Director of Sales Operations and Digital at Vodafone Italy and was a member of the Executive Board. She is married and mother of a child.

They both share the passion for football. She loves travelling, training and reading. Barbara is also involved, as mentor, in several non-profit initiatives and has a particular attention to the cause of young women empowerment. She has been acknowledged among the 50 most influential European women in the tech field by Inspiring Fifty 2017.



MARCELLO COPPA
MANAGING PARTNER @GELLIFY

He graduated in Communication at IULM University of Milan (2007) and successfully obtained a MS degree in Communication & Economics with a Major in Marketing at University of Italian Switzerland (2010). In 2007, he attended a Summer School on China's Economic Growth, International Trade and Foreign Direct Investments at LSE - Beijing University. At the age of 24, after his work experience in the marketing field in China, he started a business related to digital communication and crowdfunding. In 2013, together with Andrea Landini, he has founded COPPA+LANDINI, a consulting firm on design-driven innovation, which has been acquired by GELLIFY, in 2017. He is Co-Founder of CrowdChicken, a software start-up devoted to non-profit organizations. His consulting approach is oriented to the generation of meaningful innovation. He has participated as speaker and moderator to several events about innovation. He is guest lecturer at IED in Rome, where he teaches Planning Methodology. He also teaches in a Master's degree course in Design Management at Sole 24 Ore Business School and in other business schools. He is currently Managing Partner at GELLIFY, where he is in charge of the Innovation Advisory and Interactive business unit.



LUCA DE BIASE
INNOVATION EDITOR @IL SOLE 24 ORE AND NÒVA24

Luca De Biase is an innovation journalist. After getting a degree in Economics at Bocconi University, his research started from Social History studies, with Fernand Braudel in Paris, Aldo De Maddalena in Milan and Claudio Povolo in Venice. He has become then a journalist, helping the start-up of a financial daily newspaper in Italy, while he continued his research: in Ethics and Economics for an Italian bank, and in local development at the Oecd. Since 1994, the internet has become for Luca De Biase a major opportunity for developing new ideas in newsmaking. In 2005, he started the Nòva project at Il Sole 24 Ore. He still leads the lively and forward looking group of people that writes Nòva.



ALBERTO GARUCCIO
HEAD OF INNOVATION DISCOVERY @INTESA SAN PAOLO INNOVATION CENTER

Alberto was born on 1978 in Turin. Married, father of 9 years old daughter, with a background in finance and a truly interest in tech applied to financial services. He gained over 15 years experience in innovation, change management and digital transformation in KPMG, Fiat Group, Banca Sella and Intesa Sanpaolo. Starting from 2018 he is Head of Innovation Discovery at Intesa Sanpaolo Innovation Center.



MICHELE GIORDANI
FOUNDER & MANAGING PARTNER @GELLIFY

During the past 12 years he has specialised in B2B software, particularly in big data analytics and machine learning, after an initial experience as a data scientist, Michele Giordani has contributed to push some start-ups into the international limelight, creating new data-businesses in multinational service companies and management consulting. In February 2017 he founded and named GELLIFY – of which he is currently Managing Partner with a focus on business development, strategy and marketing.



ANDREA LANDINI
MANAGING PARTNER & HEAD OF COMMUNITY @GELLIFY

Entrepreneur, Head of Community and Managing Partner at GELLIFY. During the past 10 years he founded Coppa+Landini, a consulting firm for design-driven innovation, and CrowdChicken, a CRM and fundraising software for the nonprofit sector. He was listed by Wired as one of the top 100 most promising young people in Italy and selected for the 2016 Wired Innovation Award.



GIANLUIGI MARTINA
FOUNDER & MANAGING PARTNER @GELLIFY

In the last 15 years Gianluigi has developed a deep knowledge in Information Technology, especially in decision support system software for enterprises. He founded GELLIFY in 2017, bringing his experience in creating and managing complex organizations in the consulting and innovation world. Earlier he contributed in the i4C Analytics growth, becoming Delivery Director in 2009. Post Accenture acquisition he was ICEG (Italy, Central Europe & Greece) Advanced Analytics Lead for the Energy & Utilities industry.



FABIO NALUCCI
CEO & FOUNDER @GELLIFY

Fabio Nalucci, who has always been fond of innovation, has recently founded GELLIFY, a growth ecosystem to support and scale new ideas. The idea of the “gellification” of start-ups comes from his successful experience with SPSS Italia and i4C Analytics, which have taught him how to be an intrapreneur in the B2B software business field. Before GELLIFY, he has been Sales Global Lead at Accenture Insight Platform, scaling i4C Analytics at global level, following the acquisition in 2014.



GIOVANNI RIZZO
CHIEF OF INNOVATION DIVISION @ZCUBE – ZAMBON

Over 14 years’ experience at the Manager level in the Academia and Biotechnology industry. Proven track record of building, motivating and guiding winning teams. As Laboratory Director and Head of Biology at Intercept Pharmaceuticals Inc. NY, USA, led the development of a new drug discover unit and a successful and quick process to select new molecules for further development, by focusing and redirecting the company. Interact and liaise with senior managers, board members, key opinion leaders, scientists, technicians and laymen alike Successfully planned both short and long term, managing the execution and budget/FTEs, to meet company goals.



STEFANO TASCONE
MANAGING DIRECTOR @ACCENTURE DIGITAL, INDUSTRY X.0 LEAD

As ICEG Industry X.0 Lead, Stefano helps industrial clients to fully exploit the new opportunities given modern digital technologies to transform their core (Engineering, Manufacturing and Customer Service) and introduce the New (new products&services, new business models, new platforms).

Stefano joined Accenture 17 years ago and has an experience across a wide spectrum of industries and sectors. In particular, he has been actively engaged in digital transformations in Aerospace & Defense clients (e.g. Leonardo, Airbus, Rolls Royce, Thales) where IoT technology has been instrumental to opening new service revenue streams and increasing manufacturing efficiency. More over, he led Connected Vehicle offering for Europe, joining many innovative projects in FCA, Renault, Seat, etc in collaboration with significant players like Microsoft, SAP, etc. Finally, he a long lasting experience in supporting telcos in their Mobility strategy working in Vodafone, Telecom Italia and 3 Italy mainly. During his career, he has been based in New York city (2011) and London (2012-14).

Outside of technology, Stefano’s passions include sailing, history and literature. He will also easily confess a longstanding addiction to soccer, which has led him all over Europe to support his favourite team, AS Roma.



STEFANO TROMBETTA
MANAGING DIRECTOR @ACCENTURE STRATEGY, TALENT & ORGANIZATION LEAD

Stefano has 20 years of extensive experience working with CEOs and top management to solve board-level problems hindering Business Transformation, sustainable Commercial Growth, Operation Excellence and Workforce Performance Boost. Today Stefano is focalized on Digital Workforce Transformation Program and in New Digital Operating Model Design.

The numerous projects carried out by Stefano, alongside the most important national and international corporations, have addressed broad-spectrum issues in management consulting: Change Management, Talent Management, Corporate academy set up, Management of complex Transformation Programs, Human resources Transformation, Efficiency in commercial and operational process, Continuous improvement and lean program, Digital HR, Digital Organization Design.

In 2010-2011 Stefano led Accenture Process & Innovation Performance Service Line in IGEM (Italy, Russia, Turkey, Middle East, Poland), in this role Stefano supported customers in applying the latest techniques to improve efficiency and speed up business processes (Lean Six Sigma, Lean Transformation, Conquering Complexity, Fast Innovation), to ensure a significant competitive advantage and sustainable over time.

Starting from September 2011 Stefano is leading the IGEM Talent and Organization (T&O) Business Domain with responsibility in coordinating Management Consulting activity in helping large organizations to maximize the value of Human Capital and manage large transformation program with specific focus on the People and Organization dimensions.

In 2014 Stefano Joined the Accenture Strategy Practice, leading Talent and Organization Strategy for Italy and East Europe.

EXPLORE

Innovation and Design Trends

"Explore" is an event designed by GELLIFY S.p.A.

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