

SERGIO NEGRI

Via Alcide de Gasperi 4/A, Cambiano (TO) - Italy

Mobile: +39 3470056100

E-Mail: sergio.negri@gmail.com

Full profile: www.sergionegri.com (link also available in QR Code)



EDUCATION

Sep 2012 - now	IE (Instituto de Empresa), DBA (Doctorate in Business Administration) Candidate Research on Massive Online Open Courses (MOOCs)	Madrid, Spain
Jan 2004 - Dec 2004	IE (Instituto de Empresa) ¹ , MBA Member of Beta Gamma Sigma Honour Society ²	Madrid, Spain
Sep 1999 - Mar 2001	UNIVERSIDAD POLITECNICA DE LA CATALUÑA, Computer Science Engineering, Mention of Honour Double degree Italy/ Spain	Barcelona, Spain
Sep 1995 - Sep 2001	POLITECNICO DI TORINO, Electronic Engineering (mark 106/110)	Turin, Italy

EXPERIENCE

Since Sept 2014	ProJacked Co-Founder • ProJacked offers cloud-based solutions for project delivery and meetings management.	Toronto, Canada
Since June 2013	iStarter Partner, Mentor and Angel Investor • iStarter is a business accelerator that provides initial capital and extensive coaching to investors and startups through a highly diversified network of young professionals and senior advisors. • We have a diffused partnership model: 100 partners provide mentoring to the companies we incubate. • I have personally invested in four digital companies, all of which successful so far	London, UK
Feb 2008-Aug 2014	IE Business School Country Manager Italy, Croatia, Slovenia • Development of company network: - Corporate Partnerships - Sale of all company portfolio (from Bachelor to Executive education) - Deals with universities • Media & PR • Event Management • Alumni network support	Milan, Italy
Since Jan 2010	IE Business School Permanent Adjunct Professor • Professor in the areas of Strategic Innovation. • Courses: -Managing IT and Innovation (Global MBA online) -Digital Innovation (Executive MBA) -Applied Artificial Intelligence (International MBA)	Madrid and Shanghai

¹ 1st Business School in Europe (source: 2013 Financial Times European Business Schools ranking)

² 20% of the students with **best grades** belong to this Organization

Jan 2005 - Nov 2007 **METRO NEWS** Business Dev. Director Madrid, Spain
Member of the Management Team, reporting to CEO:
• **Developing the business** to find new sources of income (telesales, Internet, magazines, worth 10% of the total turnover).
• Finding and negotiating new alliances and franchisee contracts.
• Managing most of the projects in Metro Spain related to **Internet, online Marketing, Sales and Distribution**.
• Evaluating possible vertical integration with different sectors such as Real Estate, Travel, or Telecommunications.
• Key Account Supervision (Nokia, Motorola, Procter and Gamble, Alfa Romeo, Unilever among others).
• Supervision of a team of 9 KAM.

Nov 2003 - Jan 2004 **FREELANCE** IT Consultant. Turin, Italy
• Contracted by Accenture to establish relationships with managers of the other consulting firms involved and with external companies related to CRM/Billing Project, defending the economic/political interests of Italgas Piú (largest gas marketer in Italy).
• Developed and controlled an activities plan as well as overseeing the target completion.

May 2002 - Oct 2003 **ACCENTURE** Analyst Consultant. Turin, Italy
• Relationship with the personnel of Italgas Piú, with whom I participated in decision making through regular meetings.
• Interconnection between the information systems of two different companies (Italgas Piú, Italgas Rete) through EAI Tibco, advising on the political implication of each decision.
• The responsibilities of my post evolved from strictly technical to more team-management and public relations oriented tasks.

LANGUAGES

English (Fluent). **Italian** (Mother tongue). **Spanish** (bi-lingual). **Catalan** (Intermediate). **French** (Basic).

SOFTWARE KNOWLEDGE

High level of I.T. knowledge (Several programming languages under Windows/Unix/Linux).

ADDITIONAL INFORMATION

- Publications: "**Heterogeneous Kohonen Networks**", **article**, presented at the International Conference on Neural Network IWANN 2001. Published in the "Proceedings of the conference IWANN2001" by Springer-Verlag (LNCS 2084).
- **Gustav Käser: sales training**. 40 hours on negotiation and sales presentations.
- Hobbies: **Theatrical improvisation**, photography, reading, cultivating bonsais, skiing, bungee jumping, parachuting.