



## PERSONAL INFORMATIONS

Name **LUCA ABATELLO**  
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Nationality ITALIAN  
Birth date 02/01/1975

## WORKING EXPERIENCES

- Dates January 1999 – July 1999
- Name of employer **Elsag Spa**
- Type of business or sector ICT
- Position held Partnership
- Main activities and responsibilities Marketing analysis related to the GOItaly project, e-commerce aimed at the Italian consumer market
  
- Dates September – December 1999
- Name of employer **Pbcom Spa**
- Type of business or sector Communication Agency
- Position held Stage
- Main activities and responsibilities Marketing information and junior account. Major projects followed (traditional and online communication): Ceres, Il Secolo XIX, Provincia di Savona, Distillerie Franciacorta.
  
- Dates January – December 2000
- Name of employer **Pbcom Spa**
- Type of business or sector Communication Agency
- Position held Employee

- Main activities and responsibilities

January 2000 Project Manager related to multi-channel communication projects and Internet projects inside the new company Dartway Interactive Agency (Pbcom Spa division). In this role, I've managed several projects; inter alia, a corporate portal project for IT Ferrania, a marketplace, ePlanTrade, for Coe Clerici, several institutional web sites, including MadiVentura, HP Consulting, a B2B project for an important start-up E-Sanità, a consulting related to a B2C portal for Il Secolo XIX. Of many of these projects I have been involved as well as in the initial business advice phase, also in the specific marketing positioning, in the coordination of technical analysis and system integration, and in the communication through traditional media and online

From March 2000 Head of New business of this Agency, as well as of the coordination between the Communication Agency and Interactive Agency activities, in order to a complete marketing advice and a development of multi-channel communication projects

From July 2000 Sales Manager and Head of Strategic Planning of this Interactive Agency (in this role, I've made encounters and I've secured partnerships with some of the leading consultancy firms, IT vendors, system integrators Italian, Media & PR Agency)

*December 2000 Founding Member of Interactive Agency, Dartway Srl, with overall management responsibility (budgeting, personnel management, strategic planning and marketing, business management) and direct management of the Business Strategy & Project Management division. In this role I've developed, among others, the knowledge management and CRM projects for Ina Assitalia, the multi-channel project for the launch of the online banking of the Cassa di Risparmio di Firenze "Liberamente".*

- Dates
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January – December 2001  
**Dartway Srl**  
 Web Agency  
 Founding Member and Chief Executive

In addition to the responsibilities over emphasized, it is added the launch of the Research & Usability division as well as the coordination of the marketing and sales activities of partner companies.

Responsible of the projects coordination of Banca Sella (banking application), De Agostini (geoportal), CFDP, Icat Food, GIS (on off promotion), Sivori & Partners (trading community), Caridata - Banca Intesa (ERP in ASP modality), Alifood (e-marketing).

Coordination of the first Italian project related on Broadbase E-Marketing, among Xelion of the Unicredit group.

Responsible of advice projects related to customer relationship projects for Omnitel e Festival Crociere.

*In 24 months the revenue grew by € 50,000 to over € 1.1 million, with a simultaneous increase of the employees number from 3 to 22.*

- Dates
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- Main activities and responsibilities

January – February 2002  
**Lutech Spa**  
 ICT  
 Partnership

Analysis and screening related to the opening of the Ligurian head office of the group.

- Dates
- Name of employer
- Type of business or sector
- Position held
- Principali mansioni e responsabilità

February – December 2002  
**Esplit Spa**  
 ICT  
 Quadro/Chief Executive

Head of eBusiness division. In this role I've analysed the existing situation and redefined the offerings portfolio, the business strategy, the marketing strategy, and the agreements with suppliers and partners. The main projects have been developed for Banca Carige, Levante Norditalia (presently Carige Assicurazioni), Casa di Cura Villa Montallegro, Coe Clerici, Diageo Guinness UDV, DiFarma, Festival Crociere, Fiera di Genova, Salone Nautico, Final Gastaldi Group, Consorzio ICON, Omnitel, Premuda, Consorzio Vera Pelle, Consorzio Vero Cuoio.

- Dates
- Name of employer
- Type of business or sector
- Position held
- Main activities and responsibilities

January 2003 – December 2011

**Cap Spa**

**Business advice, ICT, digital marketing**

**Chief executive and Board member**

Head of Business Solutions division with commercial liability on the definition of the products line and solutions as well as of the technical and marketing advisory team (web environment with solutions based on architecture Microsoft Sharepoint, Ektron, Oracle Web Center (ex Bea AquaLogic), Websphere and development in.net, J2EE e open source; vertical applications with Intranet solutions field, SFA, CRM, BPM; ERP integration with MySAP ERP, SAP Business One, IBM ACG, Indis Visual Space solutions.

The main project have been developed for AGV, Alphatrading, Amga Commerciale, AMT, Bovone Elettromeccanica, Clarkson's, Gruppo Comifar, Coop Consorzio Nord Ovest, Ericsson, Finmeccanica, Fondazione Amga, Gastaldi Global, Gruppo Banca Carige, Icat Food, Porto Antico, Pneus Acqui, GF Group, Gruppo Rina, Saes Getters, Saiwa, Sofidel, Ucina, progetto di eLearning per il Consorzio ICON.

January 2004 Responsible also for Budgeting, Project Management, and Marketing Plan of the division; extended team coordination (copy & art, development, integration, advising).

Analyst of complex projects in relation to the optimization and reengineering of business processes process.

January 2005 Managing of the various headquarters coordination (Genova, Milano, Padova, Torino, Sassari, Cagliari, Empoli, Roma), and of the marketing and sales activities related to responsibility areas, as well as of the Business Solutions division growth.

May 2006 Managing of the launch of the WMC (Web Marketing Communication) structure as special lab within the Group.

December 2006 Responsible of the launch of the Strategy & Process structure (process advising and IT) as expertise and offer center within the Group..

September 2007 – June 2009 Coordinator of activities related to a more structured company organization, of the company process methodology, of the project management methodology and of PMO office, as well as of the collaboration model between the consulting, marketing and technological components.

June 2008 Coordinator of the Corporate Communication Committee, member of the Research Committee.

January 2009 Launch of two new Business Line related to Mobility and Tourism, Transportation and Logistics.

October 2009 Coordinator of the analysis activities and of the results gained with the Industrial Plan 2008-2010 and of the setting of the new Strategic Plan 2010-2012.

December 2009 Launch of "The Base", expertise center, methodology and services of Project Management.

*Growth from 1 million € and about 15 people (2002) to 8,5 million € of ordered, 7,5 million € of turnover, more than 70 people (Business Solutions numbers onl 2009, on a company's total turnover of € 22 million), EBITDA amounted to 21%.*

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- Main activities and responsibilities

January – May 2012

**CircleCap**

Consulting, ICT, vertical and innovative solutions

CEO

Partner and Managing Director

- Dates
- Name of employer
- Type of business or sector
- Position held

June 2012 – today

**Circle Srl**

Consulting, EU project, vertical and innovative solutions in ports, intermodal transports & logistics

Founder, President & CEO

• **Main activities and responsibilities**

Member of TICASS (Tecnologie Innovative per il Controllo Ambientale e lo Sviluppo Sostenibile) Committee  
 Member of Tecnomar DLTM Consortium– Ligurian District of Marine Technologies  
 Member of Transit Consortium - Ligurian District of Transport Technologies

Main EU project activities:

Technical Project Leader inside VII PQ Tiger Genoa Fast Corridor European Project  
 Technical Project Leader inside Central Europe ChemLog Tracking and Tracing European Project

Technical coordination inside Ten-T WiderMos Project, Ten-T Miele & Ten-T Anna Pilot Project (participation also at B2Mos and Ravenna Fast Corridor Projects like subcontractors)

Consultancy in Port, Maritime, Logistics, Intermodal & Rail market

Main public projects and clients: Italian Transport Minister, Italian Customs Agency, Genoa Port, La Spezia Port, Leghorn Port, Venice Port, Trieste Port, Ravenna Port, Savona Vado Port, Civitavecchia Port, Salerno Port, Galati Port.

Ongoing international projects: cooperation with Agence National des Ports (ANP) in Morocco, Port Maritime Organization (PMO) in Iran, Mersin International Port (Turkey).

Main terminals: Voltri Terminal Europa (PSA Group), Terminal San Giorgio, Messina Terminal. La Spezia Container Terminal, Terminal del Goldo (Tarros Group), Lorenzini & C, Rivalta Terminal Europa, Nola Intermodal Terminal, Leghorn Vespucci Inland Terminal, Prato Inland Terminal Padua Inland Terminal, Ferneti Inland Terminal, CILP Leghorn, Samer Seaports and Terminals

MTO & Rail Companies: Hupac, FuoriMuro, Sogemar, OceanoGate,

Consumer goods companies: Ikea, GF Group – Fratelli Orsero, Icat Food, Noberasco, Snatt-Omlog (Ralph Lauren)

- Dates
- Name of employer
- Type of business or sector
  - Position Held

June 2014 – today

**Log@Sea (Rete di Imprese Circle IB Aitek) (40% Circle Srl)**

Innovative and integrated solutions in maritime, intermodal logistics, automation.  
 President

- Dates
- Name of employer
- Type of business or sector
  - Position held

Novembre 2017 – today

**Infoera Srl (51% Circle Srl)**

Vertical and innovative solutions in ports and maritime  
 President

**EDUCATION AND TRAINING**

- Date (from– to)
- Name and type of organization providing education
  - Qualification
- Date (from– to)
- Name and type of organization providing education
  - Principali materie / abilità professionali oggetto dello studio
  - Qualification

1989-1994

Liceo Scientifico “Enrico Fermi” inGenova

Diploma on “Maturità Scientifica” with **60/60**

1995-1999

University of Genoa – Faculty of Business and Economics

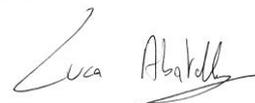
Thesis title: "The companies and e-commerce: the case GOItaly", supervisor prof.ssa Caselli Analysis, study and verification of the strategies of company operating in e-commerce: Elsag, GOItaly, ITnet, ClupViaggi.

Degree in Business and Economic (business address) **110/110 con lode.**

- Date (from– to) 1997
  - Name and type of organization providing education University of Genoa – Faculty of Business and Economics
  - Qualification Optional course on European Economic Policy
  
- Date (from– to) 1998
  - Name and type of organization providing education Aiesec, CE DG V
  - Qualification Participation in the course "The company towards the year 2000" and in the cycle of European Conferences related to the use of information technology and electronic commerce, "Competing in the Information Society"
  
- Date (from– to) 1999
  - Name and type of organization providing education Nitcomisa
  - Qualification Completion with honors of the postgraduate course "Starting business in the field of electronic commerce" (360-hour course, testimonials and preparation of business plan for a proposed advanced e-banking)
  
- Date (from– to) 1999
  - Name and type of organization providing education Somedia
  - Qualification E-commercing Analyst
  
- Date (from– to) 2001
  - Name and type of organization providing education H F Sherwood & Associates S A
  - Qualification Information Technology Services Consultancy, including a week-long visit to ICT companies in Dallas (eg. Mary Key, Blockbuster, FED)
  
- Date (from– to) 2002
  - Name and type of organization providing education Il Sole 24 ore Formazione
  - Qualification Planning, budgeting and management control
  
- Date (from– to) 2003
  - Name and type of organization providing education Microsoft Italia
  - Qualification Training course on REJ project management methodology for the coordination and development of complex ICT projects
  
- Date (from– to) 2000-2017
  - Name and type of organization providing education Various
  - Qualification Frequent participation to several conferences, training updates and training on issues related to the ICT world (ERP, application development, enterprise portals, SOA, mobile), new media (web marketing, mobile marketing, proximity marketing), financial, business & general management (management control, business valuation, private equity, venture capital).
  
- Date (from– to) 2004-2006
  - Name and type of organization providing education Istituto Worldwide
  - Qualification Postgraduate Course of English; business & economics Inglese, reaching level 10
  
- Date (from– to) 2006-2007
  - Name and type of organization providing education **SDA Bocconi**
  - Qualification **Degree Executive MBA - PIM**

- Date (from– to) 2008-2017
- Name and type of organization providing education Various
- Qualification Advanced Management Control, budgeting and control models.  
Port, Logistics, Maritime, Intermodal workshop, training and events  
EU projects and training

I authorize the processing of personal data in the document pursuant to Legislative Decree 196/2003.

A handwritten signature in black ink, consisting of a stylized 'L' followed by the name 'Luca Abatello' written in a cursive script.