

RESUME

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Marco Camisani Calzolari works as a **strategic advisor** supporting **public decision-makers** and **corporate CEOs** on critical choices related to **digital transformation, artificial intelligence, cybersecurity, and risk prevention**, with a focus on reputational impact, trust, and the operational consequences of technological decisions. He supports senior leadership in defining priorities and communication strategies in contexts with high public and regulatory exposure, also contributing to national **institutional initiatives** on **digital skills** and **AI governance**. He integrates advisory work with **university teaching as an Adjunct Professor** and course leader, and with a continuous presence in mainstream media, where he translates complex topics into practical tools for citizens, businesses, and institutions. He is an **Italian and British citizen, lives in the United States**, and is a U.S. Permanent Resident (EB-1 Extraordinary Ability + Green Card).

STRATEGIC ADVISORY AND SUPPORT TO DECISION-MAKERS

Italian National Cybersecurity Agency (Agenzia per la Cybersicurezza Nazionale – ACN)

Expert (institutional appointment), advisor for strategic projects, institutional communication, and risk prevention | 2024 – present

Institutional appointment formalized by decree, with an ongoing engagement supporting the Agency. **Works directly with the Director of the Agency** on special projects with high strategic and communication relevance. Supports the Agency's leadership in the assessment and prevention of reputational, communication, and public-trust risks related to national cybersecurity issues.

Contributes to **defining communication strategies on complex and sensitive topics**, with attention to the institutional, media, and social consequences of decisions. Participates in public initiatives and national and international conferences as a **representative and ambassador of the Agency**, with a focus on **awareness, security, and digital responsibility**.

Activities and scope of individual projects are not detailed as they fall within restricted-circulation initiatives linked to national security profiles and inter-institutional coordination, including collaboration with the Presidency of the Council of Ministers (Presidenza del Consiglio dei Ministri).

Results:

Increased awareness among businesses of **NIS requirements and cybersecurity issues**.

Increased awareness of **digital risks among public sector employees**, leading to a **reduction in exposure to cyberattacks originating from foreign actors**.

Department for Digital Transformation, Presidency of the Council of

Ministers (Dipartimento per la Trasformazione Digitale, Presidenza del Consiglio dei Ministri)
Expert in Digital Skills (institutional appointment), strategic advisor for campaigns, risk prevention, and stakeholder engagement | 2023 – present

Institutional appointment formalized by decree, with an ongoing engagement supporting the Department. **Works directly with the head of the Department of the Presidency of the Council of Ministers** and with the leadership of the Department for Digital Transformation, as a **strategic advisor** on communication choices and intervention priorities impacting citizens, institutions, and businesses.

Contributes to the development of **national awareness campaigns** focused on digital risk prevention and strengthening **trust in public digital services**. Oversees stakeholder engagement and alignment, with attention to message effectiveness, adoption, and reputational consequences. Also supports strategic decisions related to positioning, priorities, and implementation methods of initiatives.

Led the creation of institutional podcasts as curator and host of “D.InfoTalk” (video podcast), including format design, production, and distribution; and participated as a testimonial in national TV public-service campaigns **promoting the Electronic Identity Card** (Carta d’Identità Elettronica) and the **CIE App**, and the “Punti Digitale Facile” (**Digital Facilitation Points**) initiative, dedicated to supporting citizens facing operational difficulties related to digital public services.

Results:

The campaign delivered significant growth: a **+130% increase** in access to public administration portals via **CIE** compared to the previous year. Increase in participating public administrations: **more than 9,600 administrations** enabled services through the “**Sign in with CIE**” button. **Nearly 17.5 million downloads** of the **CIE ID app** and **almost 5.5 million activations** during the campaign period in mid-2024. **Targets exceeded:** Italy reached the **PNRR target of 30 million issued CIEs two years ahead of schedule**, with **approximately 31.3 million CIEs issued by mid-2025**.

Presidency of the Council of Ministers (Presidenza del Consiglio dei Ministri)

Expert Committee for the National Artificial Intelligence Strategy. Member (institutional appointment) | 2023 – present

Member of the expert committee tasked with supporting the Presidency of the Council of Ministers in defining the **Italian National Artificial Intelligence Strategy 2024–2026**, and the policy directions for the evolution of the national framework. Committee composed of 14 members. Contribution to strategic content on **governance, adoption, social impacts, and trust**, with attention to **risk prevention** and the **institutional and reputational consequences** of AI-related choices.

Results:

The committee’s work also supported policy directions that contributed to the process leading to

the approval of the **first national artificial intelligence law in a European Union** country, with substantive contributions in the areas of accountability, security, and citizen protection.

Italian State Police (Polizia di Stato)

Institutional testimonial and support for strategic communication | 2024 – present

Institutional recognition as an official testimonial of the Italian State Police, within a public agreement aimed at supporting awareness and communication activities on **security, digital risks**, and **technological awareness**.

Works directly with the chief of Cybercrime Police (Polizia Postale). Contributes to institutional communication strategies and initiatives aimed at citizens and families, with a focus on **risk prevention, trust in institutions**, and **responsible use of digital technologies**.

Results:

Reduced risk exposure among citizens and increased awareness of risks affecting **children and families**.

Atlantia S.p.A.

Strategic advisor for digital transformation and risk prevention | 2016 – 2017

International infrastructure group active in the management of highway and airport networks, with strategic assets at the time including Autostrade per l'Italia and Aeroporti di Roma.

Worked directly with the CEO and top management as a **strategic advisor** supporting decisions related to **digital transformation and communication**. Contribution to **defining digital strategies** in contexts with high public and **regulatory exposure**, with particular attention to preventing reputational, communication, and digital risks connected to critical infrastructure and essential services for citizens and businesses. Support to strategic choices on positioning, innovation, and management of the **public impact** of digital initiatives, assessing media and trust consequences.

Results:

Most of the strategic plan was implemented through **strategic acquisitions** and **new business models**.

Danieli Group

Strategic advisor for innovation communication and decision-maker support | 2016 – 2017

International industrial group specializing in plant engineering and technologies for the steel industry.

Assignment focused on a high-visibility corporate event, with **direct collaboration with Danieli Group top management and the CEO of Danieli Automation**, the division dedicated to digital solutions and industrial automation. Supported the reorganization of the technology narrative and the presentation logic of the Group's products and solutions, defining hierarchies, messages, and priorities. Contribution aimed at clarity for international markets and stakeholders and at **preventing reputational risks** related to **innovation positioning and perception**.

Results:

Greater clarity in the product catalog and in the value proposition. The curated event was a major success.

European Commission

Member of a working group on digital communication and online risks

Participation in a **European Commission working group on the General Purpose AI Code of Practice**, with work on **risk and systemic risks**, draft reviews, and documents, focused on digital communication, online information, and risk prevention, contributing on **awareness**, **trust**, and the **impact** of digital platforms.

Results:

The **Code of Practice** was implemented **ahead of the planned timeline**.

INSTITUTIONAL CAMPAIGNS AND PUBLIC-TRUST ACTIVITIES

Participated as a testimonial in **institutional campaigns** addressed to the general public on trust, adoption of digital services, and **risk prevention**.

For the **Presidency of the Council of Ministers – Department for Digital Transformation**, took part in national **public-service campaigns** promoting the **Electronic Identity Card** (Carta d'Identità Elettronica), the **CIE App**, and the Puntii Digitale Facile (**Digital Facilitation Points**) initiative.

For the **Italian National Cybersecurity Agency** (Agenzia per la Cybersicurezza Nazionale – ACN), participated as a **testimonial** and **spokesperson** in public content dedicated to NIS2 **compliance** and **awareness** of security requirements for organizations and supply chains (2024).

For **ENI**, participated as a **testimonial** in a major campaign focused on **security culture and digital responsibility**, a **cybersecurity** campaign addressed to employees (2024).

For the **Italian State Police / Postal Police**, took part in **prevention** and security campaigns related to digital awareness, **online risks**, and protection of people, including initiatives in collaboration with **Airbnb** (summer 2023 and 2024), complementary to the strategic communication support role indicated in the advisory section.

Also collaborated on cyber hygiene communication initiatives in large-audience corporate contexts, including **Mediaset** (2023), **ABI/Certifin** (2021), and educational campaigns with the **Carabinieri** (Italian Gendarmerie) (2022).

Results:

The various activities led to **greater awareness among institutions and businesses**, as demonstrated by the **level of popularity achieved by these initiatives**.

MEDIA AND PUBLIC INFORMATION

(digital, risks, and strategic communication)

Has carried out for many years a continuous and structured activity of public information and **dissemination** addressed to general audiences on digital topics, **security**, **disinformation**, and the **impact** of technologies on society. Media activity is an integral part of strategic

communication work focused on **risk prevention**, citizen awareness, and understanding the concrete consequences of digital choices.

For **Striscia la Notizia (Mediaset)**, Italian prime-time satirical news program), has worked since 2017 in an ongoing role as digital **consultant** and **on-air correspondent**, contributing consistently to reports and **investigations** on **online scams**, **cybersecurity**, misuse of technologies, and **disinformation**, in a context of strong public and institutional exposure.

For **Rai 1 (Italian national public television)**, in the Saturday morning program “Unomattina in Famiglia”, held for years a recurring role in **digital education** and consultancy with the segment “Pronto Soccorso Digitale”, continuously bringing technology and digital security topics into one of the most watched general-audience programs.

For **Radio Capital**, hosted the **first national mass-audience digital dissemination program**, contributing to defining language, formats, and a public-service approach to digital topics and online risks.

For **RTL 102.5**, one of **Italy’s most listened-to radio stations**, curated for years a **fixed weekly slot** dedicated to digital, **security**, and technological **awareness**.

For **La7**, national television channel, hosted the **prime-time program “Mister Web”**, dedicated to digital communication and **internet risks**.

On **E-TV (Sky)**, created, curated, and hosted “**Digitalk**”, the first weekly **talk show entirely dedicated to the digital world**.

Also worked in vertical television contexts dedicated exclusively to digital topics, with ongoing roles in building content on innovation, technological transformation, and emerging risks.

In parallel, was an author and **editorial contributor for national outlets**, including **Il Sole 24 Ore**, and over time participated in **hundreds of television and radio appearances**, contributing consistently to the public debate on **digital**, **security**, and **information**.

Results:

The various activities led to **greater awareness among citizens**, as demonstrated by the **level of popularity achieved by these initiatives**.

ACADEMIC ACTIVITY AND UNIVERSITY TEACHING

Has carried out for **many years academic and university teaching activity** on topics related to digital, artificial intelligence, communication, and the impact of technologies on society, with an approach focused on **responsibility**, **risk prevention**, and **decision-making processes**.

Adjunct Professor and **course leader** at **Università Vita-Salute San Raffaele (IRCCS Ospedale San Raffaele)**, where he **teaches Cyber-Humanities** and served as scientific **coordinator of the Master in Communication**, with responsibility for content, teaching structure, and academic governance.

Previous ongoing appointments as **contract professor and course leader**:

- **European University of Rome** – Digital Communication and Fake News
- **University of Pavia** – Corporate Digital Communication
- **IULM** – Libera Università di Lingue e Comunicazione – Corporate Communication and Digital

Languages

– **University of Foggia** – Digital Communication

Was a member of the **scientific committee** defining content for **Imperial College London MBA** programs.

For **Sapienza University of Rome** (Università La Sapienza): member of the **ImpreSapiens Advisory Board** and contributor to the **SAPeri & Co** project.

Academic activity also extended to high-level international institutional contexts, including the **Italian Defence General Staff** (Stato Maggiore della Difesa) – **Istituto Superiore di Stato Maggiore Interforze**, **London School of Economics**, **University of Hawaii**, **Brunel University London**, and **CCMR** as affiliated practitioner; executive and **master** programs for **Il Sole 24 Ore** and **LCA Business School**.

HIGH-IMPACT APPLIED RESEARCH

Conducted the **first systematic study on fake follower accounts and distortions of digital reputation** on social media, anticipating a topic that later became central in the debate on online influence, transparency, and manipulation of social metrics.

The study received broad international attention and was cited by leading global media, **including Reuters, Financial Times, The Guardian, The Daily Telegraph, and The Economist**.

PUBLICATIONS

Author of books dedicated to digital transformation, communication, disinformation, and the impact of artificial intelligence on society and organizations.

Cyberumanesimo (**Cyberhumanism**) – **Il Sole 24 Ore**, 2024

Libro Bianco sull'Educazione Digitale (**White Paper on Digital Education**) – **Money.it**, 2024, contributor

La Bibbia delle Fake News (**The Fake News Bible**) – **Amazon**, 2018

Pronto Soccorso Digitale per le Aziende (**Digital First Aid for Businesses**) – **Hoepli**, 2015

Il Mondo Digitale Facile per Tutti (**The Digital World Made Easy for Everyone**) – **Mondadori**, 2013

Escape from Facebook – **Amazon**, 2012

Impresa 4.0 (**Enterprise 4.0**) – **Pearson / Financial Times**, 2008, co-author

HONORS AND RECOGNITIONS

Knight of the Order of the Star of Italy (2024)

Honorary “Police Officer”, Italian State Police (2024)

Freedom of the City of London (2022)

Keynes Sraffa Award – Italian Chamber of Commerce and Industry for the United Kingdom

(2024)

Seal of the University of Tuscia (2024)

Telefono Azzurro – Award for Childhood and Adolescence, for activities defending vulnerable children

Lifetime Honorary Member, Italian Marketing Association (Associazione Italiana Marketing – AISM) (2025)

Case study, **University College London (UCL) – “The Digital Renaissance Man”**

https://www.camisanicalzolari.it/cloud/UCL_MCC_Case_Study.pdf

ASSOCIATIONS

International Federation of Journalists (IFJ)

Member of the International Federation of Journalists.

National Union of Journalists (NUJ)

Member of the UK and Ireland journalists' union.

Company of Communicators

Member of the Livery Company of the City of London.

Mensa

Member of the international high-IQ association.

SPEAKING, KEYNOTES, AND PUBLIC APPEARANCES

Keynote speaker at over **500 events** for institutions, companies, and organizations, on **artificial intelligence, democracy, digital trust, cybersecurity, disinformation, and risk prevention.**

Recent engagements:

Lectio Magistralis, Italian Chamber of Deputies

<https://www.youtube.com/watch?v=LTPp27RcliU>

UK Parliament – House of Lords, Palace of Westminster

Talk on artificial intelligence and democracy

<https://www.youtube.com/watch?v=oDCZIPLvsAI>

United Nations

Talk on artificial intelligence and risks for minorities

<https://www.youtube.com/watch?v=UR6p24cDd3M>

Selected organizations and institutions:

DELL, Rai, Microsoft, Telecom Italia (TIM), Fiat Chrysler Automobiles, Leonardo, Italian Army, Enel, GSE, UniCredit, Intesa Sanpaolo, Ministry for Digital Transformation, Business Rocks with

Steve Wozniak, Hewlett-Packard, Oracle, Siemens, Centre for Advanced Defence Studies, Reale Mutua Insurance, Telefono Azzurro, Findomestic, Banca Sella, Corriere della Sera, Audi, Allianz, AstraZeneca, ABI, Confindustria Digitale, Lombardy Region, Lazio Region, Veneto Region, Friuli Venezia Giulia Autonomous Region, Italian Data Protection Authority, Municipality of Milan, Municipality of Rome, University of Pisa, Bocconi University, University of Pavia, San Raffaele University, and others.

PREVIOUS ACTIVITIES AND ROLES

Digital project design and architecture

Worked as a designer and architect of digital platforms for companies, institutions, and media, overseeing web, social, mobile, and multimedia projects.

Entrepreneurial activity

Founder and managing director of multiple digital and media ventures, including Speakage, LivePetitions / Firmiamo.it, Italian Expats Television UK, MegaShouts Ltd., AudioRete, UnoPortals S.p.A., and QuickWedding / MatrimoniOnline.

Other activities, awards, and initiatives

Contributor to editorial, cultural, and public communication initiatives; strategic advisor to senior institutional figures; developer of high-profile digital platforms; additional assignments subject to NDA; volunteer teaching in UK schools and colleges.

SKILLS

Skills

Strategic advisory supporting decision-makers
Artificial intelligence governance and digital ethics
Cybersecurity, risk prevention, and digital trust
Institutional communication and public-impact management
Disinformation and information manipulation
Communication strategies in high media-exposure contexts
Scientific outreach and digital literacy
Institutional stakeholder relations, media, and large organizations
Cybersecurity expert

Languages

Italian – native
English – fluent