

MARCO CAMISANI CALZOLARI

BIOGRAPHY

Marco has been involved in the digital world for 35 years and He is University adj.professor, consultant, author, scientific communicator, public figure and a Cyberhumanist. He is Knight of the Italian Republic (Order of the Star of Italy), honorary Police Officer and Freeman of the City of London.

He is a digital pioneer, with deep expertise in the tech sector and a clear mission: to make technology understandable and accessible to everyone. His work has always focused on turning the complexity of the digital world into practical tools that people and organizations can use safely and effectively.

He chose an independent professional path that allowed him to work directly with many CEOs and executives, providing strategic and agile consulting, shaping tailored digital transformation strategies for business needs.

He has solid entrepreneurial experience and has led large-scale projects, overseeing editorial content and complex productions with a constant focus on quality and audience engagement.

His passion for communication is reflected in his long-standing commitment to science outreach and education. He is a familiar face on the Italian TV show Striscia la Notizia, where he explains digital topics to millions of viewers. He also serves as a spokesperson for the Italian Postal Police in national online safety campaigns.

At the institutional level, he holds several key positions: he is appointed by the National Cybersecurity Agency, serves on the Prime Minister's Committee for Italy's Artificial Intelligence strategies, and acts as an expert advisor to the Department for Digital Transformation.

His contribution is also widely recognized in academia, where he has developed innovative university courses, reinforcing his role as a leading figure in Italy's digital transformation.

INSTITUTIONAL ROLES

AGENCY FOR THE NATIONAL CYBERSECURITY (ACN) – Task of expert for the Italian agency (from August 2024, ongoing)

EUROPEAN COMMISSION - Member of the General Purpose AI Code of Practice working Group for the European Commission (October 2024)

DIGITAL TRANSFORMATION DEPARTMENT - PRIME MINISTER'S OFFICE – Task of expert in Digital Skills and Designer of initiatives for disseminating digital knowledge (from 2023, ongoing)

PRIME MINISTER'S OFFICE - Member in the Committee for the definition of the Italy's Artificial Intelligence strategies (from 2023, ongoing)

DEPARTMENT FOR DIGITAL TRANSFORMATION - Curator and host of D.InfoTalk, the video-podcast promoted by the Department for Digital Transformation of the Presidency of the Council of Ministers, on air on the Department's institutional channels, on the main social networks and on the podcast platform (from 2024).

DEPARTMENT FOR DIGITAL TRANSFORMATION AND PRESIDENCY OF THE COUNCIL OF MINISTERS - Testimonial of the TV and radio advertising campaign to promote the use of the Cie enabled by the Cie ID app, as a tool for simply and securely accessing the digital services of the Public Administration (2024). The campaign gave a strong boost to downloads of the Cie ID app, with almost 5.5 million app activations, a 13% increase in the campaign's on-air period. [VIDEO](#)

POLIZIA DI STATO - Testimonial for the Postal Police - State Police - Dissemination activity on cyber safety and cyber hygiene topics through several campaigns.

Testimonial of the Postal Police and Airbnb Campaign to help recognize online scams when booking summer accommodation (Summer 2023 Campaign).

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Video: <https://www.camisanicalzolari.it/category/polizia/>

ARMA DEI CARABINIERI – web videos - On the Carabinieri social network channels he is host and expert in a series of videos dedicated to digital crimes and their prevention. [VIDEO](#) (2022)

INFRASTRUCTURE AND TRANSPORT MINISTRY - Consultant for Digital projects. Support to the development of the website and curator of the multimedia exhibition of “Grande Cantiere Italia”

VENETO REGION - Contributor in the development of the program, for the 2013-2015 period, “Digital Agenda for the Veneto Region”

POLITICS AND INSTITUTIONS about Communication, Propaganda, fake news and Post Truth (2004 to now) under non-disclosure agreement

ACADEMIC ROLES

UniSR - UNIVERSITA' Vita-Salute S.Raffaele - Milan – Chair and Adj. Professor of the elective course Cyber-Humanities within the **Degree Programme in Medicine and Surgery** (from 2024, ongoing).

UniSR - UNIVERSITA' Vita-Salute S.Raffaele - Milan – Scientific Coordinator and Contract Professor for the **Master in Communication and Science of Health** (from 2024, ongoing).

SAPIENZA – UNIVERSITY OF ROME - Advisory Board Member for the **ImpreSapiens research Centre** (from 2023, ongoing)

- Task: supporting the Centre which promotes, coordinates and carries out research activities in the field of employment placement, in the implementation of projects, in particular those linked to start-ups and innovation.

IMPERIAL COLLEGE - Member of the Advisory board - London (2018 to 2022)

- Task: ensuring the programme is relevant and up to date, reviewing and advising on the module and programme objectives to ensure that the programme content is as relevant as possible. [LINK](#)

EUROPEAN UNIVERSITY OF ROME - Adjunct Professor and chair of the course in Digital Communication and Fake News (2017 to 2023) [LINK](#)

UNIVERSITY OF PAVIA - Adjunct Professor and chair of the course in Business Digital Communication (2016 to 2017) [LINK](#)

SAPIENZA - UNIVERSITY OF ROME – Responsible for the development of the project SAPIERI & Co (Sapienza Enhances Research, Innovation and Coworking), research and services infrastructure aimed at enhancing the excellence and innovation generated by the University research and training projects

IULM University - Milan - Adjunct Professor and chair of the course in Corporate Communication and Digital Languages, in the Communication, PR and Advertising Faculty. (2007 to 2010)

Co-head of the course “Marketing of innovative projects” within the course “Computer-aided design systems” [LINK](#)

UNIVERSITY OF FOGGIA - (Università degli Studi di Foggia) – Contract Professor and chair of the Business in Digital Communication course (from 2015 to 2017)

UNIVERSITY OF MILAN (Università Statale di Milano) - **Contract Professor** in Digital Marketing and Communication (2007)

BRUNEL University - London - Affiliated Practitioner at Centre for Culture, Media and Regulation - CCMR (2012-2014) [LINK](#)

FURTHER TEACHING ROLES

Lecturer on AI for the 26th Course of the Istituto Superiore di **Stato Maggiore Interforze** (ISSMI) - Italian Ministry of Defence. (2024), **Lecturer** about “Fake News” at **LSE London School of Economics** (2018), **Lecturer** in Digital Communication and Fake news at the **University of Hawaii** (2017), **Lecturer** in Digital Communication at the **University of Brunel**, London (2012), **Lecturer** in Digital Communication at **LCA Business School**, **Lecturer** at the Master IDTV and “Interactive Digital Communication” of the University of Milan (**Università’ Statale di Milano**), **Lecturer** for the MASTER24 Marketing and Digital Communication – Il Sole 24 Ore - (lecturer of the first chapter of the guided self-training course “Understanding the Digital revolution”).

HONOURS

- **KNIGHT OF THE ITALIAN REPUBLIC (ORDER OF THE STAR OF ITALY)** – awarded by the Head of State, Sergio Mattarella, with the honour which rewards those who have merits in promoting relations of friendship and collaboration between Italy and other countries (2024)
- **HONORARY POLICE OFFICER** - Awarded by the Italian State Police as an “Honorary Police Officer” for his constant commitment in the fight against cybercrime and in promoting the culture of digital security (2024).
- **CITY OF LONDON – “Freedom of the City of London”** – one of English oldest tradition, “Freedom of the city” it is an honour granted to people who have given an exceptional contribution to the city. Marco received the “Freedom of the City of London” by the Lord Major of London for his activities in the field of digital (2022)
- **KEYNES SRAFFA AWARD 2024** – The Italian Chamber of Commerce and Industry for the UK awarded this price to recognize the outstanding contribution to the digital business development between Italy and the United Kingdom (2024).
- **UNIVERSITY SEAL – UNIVERSITA’ DEGLI STUDI DELLA TUSCIA (VITERBO)** – University Seal assigned to award his commitment to divulgate knowledge in Italy and abroad (2024)

DIVULGATION ACTIVITIES

CANALE 5 - Striscia la Notizia (TV show – from 2017, ongoing) [VIDEO](#)

RTL 102.5 – Digital Evangelist (Radio - Oct 2024, ongoing) – every other day participation as a digital expert to share bite-sized insights on key digital topics, providing practical advice and information to help navigate the evolving tech landscape.

RAI 1 - Pronto Soccorso Digitale (TV show - 2014 to 2017)

Face and expert of the section “Pronto Soccorso Digitale” within the “Uno Mattina in famiglia” tv show [VIDEO](#)

RTL 102.5 - Spazio Tecnologia (Radio show– from 2012 to 2017)

Weekly participation as digital expert in the morning news program (now more than 100 episodes from 2012 to now) [VIDEO](#)

Sole 24 Ore NOVA - weekly magazine of “Il Sole 24 Ore” (2009) - **Author** of a fixed space dedicated to web and digital world

SKY 817 - DIGITALK - Talkshow (TV show – 2005 to 2006)

Creator, curator and presenter of DigiTalk, the first Italian talk show on digital technologies, broadcasted daily on SKY channel 817 on the website and on UMTS TIM mobile phones. [VIDEO](#)

La7 - Misterweb (TV show - 2001 to 2002)

From September 2001 to January 2002 he presented the TV show “MisterWeb”, about Internet, funny videos and digital culture [VIDEO](#)

ELETTROSHOW – Radio show (1998)

RADIO CAPITAL - Internetworkcity - Radio show (1996)

Co-host, together with Fabio Volo, of the first Italian show dedicated to Internet and the digital world

DIGIWEEK - Creator and curator of Digiweek, hosted by Luca De Biase

BOOKS

CYBERHUMANISM (Cyberumanesimo)

Published by Il Sole 24 Ore, (2024)

LIBRO BIANCO SULL'EDUCAZIONE DIGITALE (White book on digital education)

Published by Money.it (2024) - Contribution

THE FAKE NEWS BIBLE (La Bibbia delle Fake News)

Published by Amazon, (2018) - LINK: [Amazon](#)

FIRST DIGITAL AID FOR BUSINESSES (Pronto Soccorso Digitale per le Aziende)

Published by Hoepli, (2015) - LINK: [HOEPLI book page](#)

THE DIGITAL WORLD (Il Mondo Digitale)

Published by Mondadori, (2013) - LINK: [Amazon book page](#)

ESCAPE FROM FACEBOOK (Fuga da Facebook)

Amazon, (2012) - LINK: [Amazon book page](#)

ENTERPRISE 4.0 - (Impresa 4.0)

Published by Pearson / Financial Times, (2008) - LINK: [Amazon book page](#)

ASSOCIATIONS AND MEMBERSHIPS TO REGISTERS

- **MEMBER OF IFJ**, International Federation of Journalists, the world's largest organization of journalists [WEB SITE](#)
- **MEMBER OF NUJ**, National Union of Journalists, the trade union of journalists in United Kingdom and Ireland [WEB SITE](#)
- **MEMBER OF COMPANY OF COMMUNICATORS**, a London Livery Company [WEB SITE](#)
- **MEMBER OF MENSA UK** (the international association for high-IQ individuals)

RESEARCH

UCL CASE STUDY- 2022

UCL Case Study about “Marco Camisani Calzolari: The Digital Renaissance Man” presents the story of Marco and the way in which he democratised the digital world and technology, making them more accessible to Italians. [LINK](#)

TWITTER FAKE FOLLOWERS STUDIES – 2012

Analysis of Twitter followers of leading international companies and politicians.

Quantitative and qualitative studies of behaviours demonstrated by humans (users which are presumably real) or by bots (users which are presumably fake).

Quantified the proportion of computer-generated fans or inactive users following big brands and politicians on Twitter. These studies have been groundbreaking as, for the first time, they gave evidence to the problem of fake follower. The outcome of the studies generated a considerable amount of interest and were echoed by the national and international press.

REUTERS (Robots crowd Twitter brand profiles: study) - [Link](#)

FINANCIAL TIMES (Twitter bots are boosting brands – survey) -

GUARDIAN (Hot or bot? Italian professor casts doubt on politician's Twitter popularity) - [Link](#)

DAILY TELEGRAPH (Human or 'bot'? Doubts over Italian comic Beppe Grillo's Twitter followers)

- [Link](#)

THE ECONOMIST (Beware the tweeting crowds) - [Link](#)

ADVISOR

ATLANTIA - **Digital Transformation advisor** (2016 to 2017) for Atlantia Spa (Holding for Autostrade per L'Italia, Aeroporti di Roma, Telepass)

DANIELI - **Digital Communication advisor** (2016 to 2017) for Danieli Spa (multinational company ranking among the three largest suppliers of equipment and plants to the metal industry in the world)

UKTI (now Department for International Trade) - **Mentor and Judge** for an investment program for new start-ups, promoted by the English Government

LETIZIA MORATTI - **Consultant** for the digital aspects of the campaign to be Milan's Major

ANDREA BIONDI - **Consultant** for the digital projects on the occasion of the candidacy for Chamber representative, Europe constituency, for the Democratic party

SILVIO BERLUSCONI - **Consultant** for the technical development of the platform Berlusconi.it, Berlusconi.com and forzasilvio.it, the first social network used by an Italian politician to interact with his follower, with over 350.000 active supporters

KEYNOTE SPEAKER

Since the beginning of his career, he has been Keynote Speaker in over 400 events organized by Institutions, Companies and Brands

DIGITAL PROJECT DESIGNER

IKEA App of the official catalogue and interactive business brochure for iPhone/iPad & Android, **Greenpeace** Consultant for the campaign "Europe against CO2" and website <http://euvsco2.org/>, **IPSOA Wolters Kluwer** Course Designer of a Master about Digital (2009), **ATM** Milano, web site of the Official Transport Company for Milan + ATM app with augmented reality, **MTV** Italian website (1998/1999), winner of the Sole 24 ore WWW award, **RTL 102.5** iOS App, **Gli Amici di Che Banca!** website, **Radio 105** website, **883** / Max Pezzali (music band) website, **RADIO MONTECARLO** website, social media casting, **Donna Moderna** website and online campaign, **Yamaha** online competition, **MUNICIPALITY OF MILAN** for the creation of interactive maps, **IULM** University WebTV, **Banca Popolare di Vicenza** WebTV, **TIMBERLAND** social platform, **Neri per Caso** (music band) website, **RADIO CAPITAL** website, **Claudio Cecchetto**, for him, in 1996 he created the world first virtual coin for an online game (**EnergyBank**) part of the first Italian web-based social network, **InternetworkCity**.

ENTREPRENEUR

IETV UK - ITALIAN EXPATS TELEVISION UK - **CEO & founder** (2018 to 2021)

Italian Expats Television UK. The TV for Italians in the UK

MEGASHOUTS Ltd. - **London** - **CEO & founder** (2015 to 2017)

A social media amplifier that allows you to send the recipient a message he cannot ignore thanks to the media mechanisms started by Socialbombing. The recipient will receive the message through more than one channel: social networks, newspapers, TV, radio, online advertising, banners, flyers, sandwich boards and other channels capable of generating media buzz.

LIVEPETITIONS Ltd. – London - CEO & founder (2007 to 2018)

The international signature-gathering platform livepetitions.com, now available in 10 countries around the world, with the UK, Italian and French versions (www.firmiamo.it and www.jesigne.fr) is leader in activism sector with 2 million of active users.

SPEAKAGE – Milan / London - CEO & founder (2004 to 2017)

A company that develops white label web platforms such as Social Networks, WebTV, Social Media and Viral systems for major international companies.

AudioRete Srl – Milano - CEO & founder (1999 to 2001) Business or sector Digital audio productions.

UNOPORTALS S.p.A – Milano - Founder & shareholder (1998 to 1999) with Ibiz Group s.a. (Luxembourg), he founded UnoPortals S.p.A. for the development of internet platforms Business or sector Internet - Community – Social Network

QUICKWEDDING Srl – Milano - Founder (1997)

Producer of Matrimonionline, the first website for virtual online marriages.

VARIOUS

- **PEF AWARD** – President of the Jury for “Premio Eccellenza Formazione” promoted by the Italian Association of Professional development consultants (2025)
- **“SALVATOR MUNDI”** - IT.DIFESA. Awarded the price Salvator Mundi for his important contribution to scientific dissemination (2023)
- **“ATED DIGITAL NIGHT”**. MCC received this award from ATED (Associazione Ticinese Evoluzione Digitale) for having narrated over the years the risks and opportunities associated with technology and innovation (2024)
- **NATIONAL PRICE “COMUNICAZIONE COSTRUTTIVA” – PensieroSolido Foundation**
Winner of the price for “Best TV science communicator”(2023)
- **ULTIMA RAZZIA** - TV show with Patrizio Roversi and Susy Blady - Co-author of the TV program (2004)
- **CORRIERE DELLA SERA (2011)**
He has been among the promoters of an advertising page aimed at convincing the policy makers to adopt a Digital Agenda, like other European Countries.

- **METAMONDO**

He published Metamondo, a song and a music video as a manifesto for digital freedom.

(2003) [VIDEO](#)

- **AMBASSADOR OF E-SKILLS FOR JOBS**

the European Commission about digital competence

- **AWARDED IN “EXCELLENCE IN COMMUNICATION”**

In 2000 the Centro Studi Comunicazione Cogno in Rome awarded him the prize

CHARITY WORK IN EDUCATION

- Kensington Aldridge Academy, UK
- City and Islington Sixth Form College, UK
- Victoria Centre, London
- Westminster Kingsway College, UK
- All Saints Catholic School and technology college, UK
- Holland Park School, UK
- Kensington Aldridge Academy, UK
- Rosedale College, UK
- Dagenham Park CofE school, UK
- Brentford School for girls, UK