CURRICULUM VITAE

MARCO CAMISANI CALZOLARI

New York, NY, United States
marco@camisanicalzolari.com

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** (NYC) 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 General** 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.

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

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 Undersecretary to the Presidency of the Council** 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** on positioning, priorities, and implementation methods.

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

campaigns for the **promotion of the Electronic Identity Card (CIE) and the CIE App**, and the "Punti Digitale Facile" initiative, supporting citizens with 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. Over 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. 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

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.

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. Supported the reorganization of the technology

narrative and the presentation logic of the Group's products and solutions, defining hierarchies, messages, and priorities.

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

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 (CIE), the CIE App, and the Punti Digitale Facile initiative.

For the **Italian National Cybersecurity Agency (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).

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 citizens 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 on Thursday mornings dedicated to digital, security, and technological awareness, with a focus on practical implications for people, families, and organizations.

For **La7**, national television channel, hosted the prime-time program "Mister Web", dedicated to digital communication and online risks, with an approach oriented toward social impact and understanding the mechanisms of online communication.

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 on national generalist and thematic networks, contributing consistently to the public debate on digital, security, and information.

ACADEMIC ACTIVITY

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**, contributing to the development of curricula on communication, technology, and leadership. For **Sapienza University of Rome**: Advisory Board member for **ImpreSapiens** 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 affiliated practitioner CCMR; executive and master programs for **Il Sole 24 Ore** and **LCA Business School**, on digital, information, security, and decision-making.

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**, contributing to bringing the topic of bots and artificial followers to the attention of the public, institutions, and international observers.

PUBLICATIONS

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

Cyberhumanism (Cyberumanesimo) – Il Sole 24 Ore, 2024

White Paper on Digital Education – Money.it, 2024, contributor

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

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

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

Escape from Facebook – Amazon, 2012

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

Artificial Decisione – TBP

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 (AISM) (2025)

Case study, **University College London (UCL)** (2022) – "The Digital Renaissance Man"

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 (IQ 160).

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=LTPp27RcIiU

UK Parliament, House of Lords, Palace of Westminster Speaker on artificial intelligence and democracy, with focus on risks for transparency, accountability, and public decision-making. https://www.youtube.com/watch?v=oDCZIPLvsAI

United Nations Talk on artificial intelligence and risks for minorities, with focus on impacts, vulnerabilities, and protections. 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, Pharmaidea, ADVEO, Assocalzaturifici, Wallife, Anderson International School Milan, Fondazione Giuseppe Lazzareschi, VMware, Symantec, CartaSi, Deloitte FinTech Talks, Prada, Coop, The European House Ambrosetti, Assolombarda, Forum PA, Festival Economia Trento, Festival del Lavoro, Salone del Libro Torino, Confcommercio, Confartigianato, AGCOM, Eurosistema, IED, Digital Venice, AICA, Ordine degli Ingegneri di Torino, Netcomm, Richmond Italia, VEGA Science and Technology Park of Venice, Mediaworld, Federpol, Acquario di Genova, State of Privacy, GSK, 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. Key projects include: IKEA, Yamaha, Greenpeace, Timberland, ATM Milano, MTV Italia (in collaboration with MTV UK), Radio 105, Radio Monte Carlo, Radio Capital, RTL 102.5 (iOS app), Max Pezzali / 883, Neri per Caso, CheBanca! (Mediobanca Group), Donna Moderna, Municipality of Milan, IULM University (WebTV), Banca Popolare di Vicenza (WebTV), IPSOA / Wolters Kluwer (Digital Master), as well as the pioneering projects InternetworkCity and EnergyBank (1995). Consultancy on the "Grande Cantiere Italia" website for the Ministry of Infrastructure and Transport. Structured engagement for the "Veneto Region Digital Agenda". Mentor and judge for a startup investment program promoted by UKTI (UK Government).

Entrepreneurial activity

Founder and managing director of multiple digital and media ventures, including Speakage (web platforms, social networks, WebTV, and viral systems), LivePetitions / Firmiamo.it (first major Italian online petition platform, later acquired), Italian Expats Television UK (IETV), MegaShouts Ltd., AudioRete (digital audio productions and the pioneering 3210.com project), UnoPortals S.p.A. (holding for internet and community projects), and QuickWedding / MatrimoniOnline, Italy’s first virtual wedding website.

Other activities, awards, and initiatives

Participated in editorial, cultural, and public communication initiatives, including Ultima Razzia (co-author, RAI), a Corriere della Sera campaign for the adoption of a Digital Agenda (2011), the Metamondo music and cultural project (2003), Ambassador of Digital Skills for Employment for the European Commission, and recognitions including Salvator Mundi (IT.Difesa), ATED Digital Night, Comunicazione Costruttiva Award, and Excellence in Communication Award.

Strategic support and consultancy in digital and communication to senior institutional and public figures in Italy, including Letizia Moratti. Also oversaw the provision and implementation of a digital platform for Silvio Berlusconi, including the sites Berlusconi.it, Berlusconi.com, ForzaSilvio.it, with a community of over 350,000 members.

Additional assignments not detailed due to confidentiality restrictions (NDA).

Volunteer teaching in UK schools and colleges, including Kensington Aldridge Academy, City and Islington Sixth Form College, Westminster Kingsway College, All Saints Catholic School, Holland Park School, Rosedale College, Dagenham Park School, and Brentford Girls' School, on digital security and responsible use of technology.

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, fake news, 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