


Michele Polico

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Summary

I was born in Padua in 1985.

At the age of 24 I founded Young Digitals, a digital creative agency recently acquired by Acqua Group.

Today, in addition to leading the company I founded, I'm a member of Acqua Group's Board of Directors.

I am also an Adjunct Professor at Milano's Politecnico and at the University of Padua, where I teach "Communication for the Fashion System" and "Digital Entrepreneurship", respectively.

Experience

Founder / Chief Executive Officer

Young Digitals

May 2010 - Present (10 years +)

"Young Digitals is a digital creative studio whose aim is to support Made In Italy brands on their global digital communication".

Founded in 2010 / Part of Acqua Group since 2019

Padua / Milan

Annual revenue: 4,1mio (2019)

Brands we have worked with:

ActionAid add adidas AIA Airwheel Arper Audi Axa B&B Italia Bayer Benetton Breil Breitling Bulgari CAME
Carrera Chante Clair Crédit Agricole Crivelli De'Longhi Elie Saab Ermanno Scervino Fanta Fay Fendi Foscarini
Flou FOPE Gas Jeans Gillette Hip Hop Watches Jimmy Choo Kenwood Kia Motors Kinder Lamborghini Lapitec
Love Moschino Luxardo Maliparmi Manila Grace Matilde Vicenzi Michelin Motivi Müller Negoni Oxydo OZ Racing
Palmolive Pantene Panerai Pinko Police Recarlo Red Bull Replay Revlon Roberto Coin Salmoiraghi & Viganò
San Carlo Santa Margherita Vini Selle Royal Slowear Snaidero Sodastream Sony Sprite Stroili Oro Technogym T
Fondaco Dei Tedeschi The Space Cinema Trussardi Tuborg Twix Velux Vicenza Oro Wudy

Awards:

2016 Fondazione Italia Cina - China Awards - Premio Creatori di Valore

2017 Deloitte - Technology Fast 500 - 298° EMEA / 4° Italy

2018 Financial Times - FT1000 - 356° Europe

2018 Le Fonti - Le Fonti Awards - Premio Eccellenza dell'Anno Comunicazione Digitale

2018 Fondazione Italia Cina - China Awards - Premio Creatori di Valore

2018 Deloitte - Technology Fast 500 - 324° EMEA / 5° Italy

2019 Il Sole 24 Ore - Leader Della Crescita - 162° Italy

2019 Financial Times - FT1000 - 698° Europe

Board Member

Acqua Group

Jun 2019 - Present (11 months +)

"Acqua is a data driven group, entirely Italian owned, specialized in consulting and omnichannel integrated communication".

Founded in 2004

Since 2018 part of the Elite Programme of AIM Italy, the Italian Stock Exchange

Annual revenue: 22mio

Companies part of the Group:

- Young Digital, a digital creative studio running international communication projects
- EMG, one of the best known market research company in Italy
- Booster, a communication solution provider

Acqua has been nominated "Independent Agency of the Year" 2019 / NC Awards

Acqua has more than 250 active clients, including:

Acqua di Parma / Alphabet / Alvita Alliance Healthcare Apex / AS Roma / Assocarni / Axa / Baglioni Hotels / Banca Mediolanum / Belmond / BigMat / Bionike / Bluenergy / Bwin / Che Banca! / Danone / Dolomiti Energia / eBay / Enel / Eni Gas e Luce / Euronic / Fastweb / F.C. Internazionale Milano / Fineco / Fujitsu Condizionatori / GaGà Milano / Generali Assicurazioni / Genertel / H3G / Haier / Illva Saronno / Inditex / Intesa San Paolo / Iren / JTI / Kia Motors / La7 / L'Oreal / Lovable / Magneti Marelli / Mail Boxes Etc. / Mediaset / Melinda / Nashi Argan / Paglieri / RAI / RCS Sport / Rovagnati / Shiseido / Sisal / Sky / Somfy / Sorgenia / SS Lazio / Technogym / Twinings / Twitter / Ubi Banca / VI.P - Mela Val Venosta / Virgin Active / Vodafone



Contract Professor

Politecnico di Milano

Sep 2019 - Present (8 months +)

"Communication for the Fashion System" / Design School (28h, 3CFU)



Contract Professor

Università degli Studi di Padova

Feb 2019 - Present (1 year 3 months +)

"Digital Entrepreneurship" / Communication Sciences (42h, 6 CFU)



Advisor (Volunteer)

CSV Padova Centro Servizio Volontariato

Jul 2019 - Present (10 months +)

Advisor for "Padova European Capital of Volunteering 2020"



Partner / Board Member

BigThink.it S.r.l.

Nov 2010 - May 2014 (3 years 7 months)

"BigThink is a company specialized in the development of social and mobile applications through innovative technology".



Digital Strategist

Nextep srl

Oct 2008 - Mar 2010 (1 year 6 months)

Education



Università degli Studi di Padova

Scienze della Comunicazione d'Impresa, Communication and Media Studies

2005 - 2008