

FEDERICO VIDARI

I use my different professional and personal experiences to achieve business goals. Together with a passion for work and continuous change, I practice a holistic approach to generate innovation inside and outside companies.



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SUMMARY

I have been working in marketing, in particular, digital communication, since 1995.

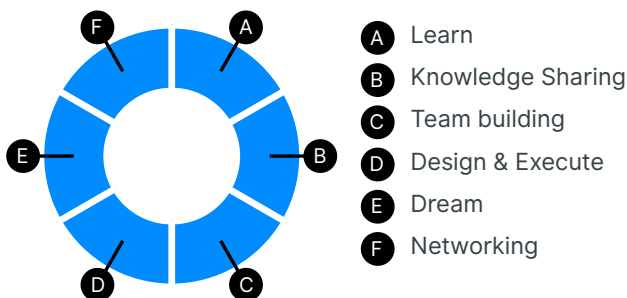
My education (Architecture Degree, Politecnico di Milano; Erasmus at TU-Berlin) has provided me with a highly methodological, results-oriented and client-centred approach to digital design and development, from conception and planning to execution, through iterative revisions.

My experience has been consolidated through a wide range of different marketing projects. I am a skilled interlocutor with clients from all backgrounds, and a team leader able to generate a high level of engagement in all stakeholders: clients, team and suppliers.

I am an expert about Business Design and Transformation, Branding, Communication and Digital Strategy, UX/UI Design, E-commerce, Email Marketing, Social Media Marketing, Social Selling, Sales enablement and digital coaching.

I am Adjunct Professor of Communication MetaDesign and Service Design at Politecnico di Milano.

MY TIME



MY LIFE PHILOSOPHY

Life is what happens while you're busy making your excuses.

Simple Plan

MOST PROUD OF



World Citizen

Lived in Berlin and Aachen (DE)
Worked in Rio de Janeiro, Berlin, Aachen, Modena, Imola.



Maserati & Ferrari websites

Delivered in a complex stakeholders environment



Next Level Fest

Organized a Music Festival

EDUCATION

Architecture

Politecnico di Milano

1990 - 1999

Grade

98 / 100

CERTIFICATIONS

Adwords

Google

ICT professional associate #33905

AICA - Associazione Italiana per il Calcolo Automatico

LANGUAGES

Italian

Native



English

Proficient



German

Proficient



French

Advanced



Portuguese

Beginner



EXPERIENCES

Head of Digital Transformation Design

Antreem

📅 02/2017 - Ongoing 📍 Milano

🌐 antreem.it

Antreem designs and develops digital solutions for medium and large businesses.

- I change the way businesses grow using Digital Transformation, Design Thinking and cutting edge technologies.
- Marketing manager (offering, branding, communication, social media, media and public relations).

Professor

Politecnico di Milano | School of Design

📅 10/2002 - Ongoing 📍 Milano

🌐 polimi.it

Politecnico di Milano is a technological university which educates engineers, architects and designers. The School of Design is the biggest international university for designers, both by the number of students and of the teaching staff.

- As Professor of communication Meta Design: Branding Strategy, Communication Design processes, Advertising, since 2002 I have been teaching Brand Communication Strategies at Politecnico di Milano for the Communication Design course. My students learn how the chain of communication works, how to analyse and create a brand (the relationship between supply and demand in a competitive arena) and how to plan and implement innovative strategies for a new brand, with a focus on creativity and launch via traditional, digital and social media campaigns.
- Erasmus exchange program representative for UdK & HMKW Berlin
- Professor at the professional workshop of Service Design
- Member of the PSSD Advisory Board, helping improve the quality of the Master of Science in Product Service System Design

COURSES

MBSR Mindful Based Stress Reduction

MindfulLab

Business Idea Design (BID) - Startup Design

Poli.Design - Politecnico di Milano

Summer School

Complexity Institute

GIMP Image Manipulation Program basics

Psychodynamics

English for the building industry

Managing customer relations

Acoustics in buildings

Politecnico di Milano

Marketing and Management for the Music Industry

Santeria

Digital Marketing for Music

Santeria

Sound Engineer FOH

Magnolia

Guitar Classes with Franco Mussida

Centro Professione Musica

Sailing I & II level

Centro Velico Caprera

PROJECTS

Ferrari Races websites

📅 11/2014 - 09/2015

🌐 races.ferrari.com

Strategy, Design Direction and delivery of the new Ferrari Races websites: Corse Clienti & GT

EXPERIENCES

Lenovo Italia Social Media Senior Manager

Imageaware

📅 09/2016 - 01/2017 📍 Milano
🌐 imageaware.it

Independent communication agency (clients: Microsoft, SAP, Adobe, VMware, Lenovo, Sony among others)

- I supported Lenovo Italia's Social Media activities: content production, planning, publishing, campaigns, live posting at events, with a deep dive into Social CRM.

Global Digital Marketing Manager

PLANK furnitures

📅 09/2015 - 01/2017 📍 Ora /Auer (BZ)
🌐 plank.it

Plank's mission is to explore the possibilities offered by state-of-the-art technology and to harness them to the principles of Design.

- Digital Marketing Strategy
- Website updates
- Newsletters +30% open & CTR
- Social media marketing: +20% reach & +300% Instagram followers
- Digital Ads Campaigns

Brand Advisor & Digital Marketing Manager

MIDA

📅 02/2015 - 01/2016 📍 Milano
🌐 mida.biz

Help individuals to explore and express their full potential. Create and implement HR systems that promote engagement. Design business environments that generate excellence.

- new brand positioning, vision, identity and purpose, brand manual
- new corporate presentation and guidelines for product brochures
- social media marketing for corporate profiles
- social selling sessions and digital coaching to Mida's consultants to engage on their professionals social network profiles
- new digital marketing funnel
- new Mida website: italian, english, chinese
- marketing events planning, promotion and production

Communication and Production Director

Next Level Fest

📅 02/2014 - 09/2014 📍 Milano
🌐 nextlevelmilan.it

Next Level Fest has been a Music Festival organized as project work for the course Marketing and Management in the Music Industry.

- I figured out to deliver the promotion and managed the production during the live.

PROJECTS

Maserati websites

📅 09/2012 - 03/2014

involved into the Maserati global digital marketing team

- Started managing 1 project, ended up managing 20 websites, 2 nested web projects, over 3 major updates, sharing the experience within a cross-brand FCA digital marketing team (including Maserati USA and Chrysler presidents and many more CxOs).

Dialogue in the Dark

📅 2002 📍 Milano
🌐 dialogue-in-the-dark.com

Dialogue in the Dark is one of the world's most exciting life-changing experiences where visitors are guided by blind guides in absolute darkness.

- Exhibition & Sound Designer

AWARDS



XX EDITION MEDIASTARS AWARDS 2016

Best website and Best socio-cultural website: valledeisegni.it



XVIII EDITION MEDIASTARS AWARDS 2014

maserati.com
- 1st place Mediarstar
- Best Corporate Site
- Special Star Creative Direction
- Special Star Interaction Design
- Special Star Software Development



Award Name

PUBLICATIONS

Creating succesful startups: growing your web reputation

Edizioni LSWR

M. Cantamessa, A. Colombelli, C. Cortese

📅 2016

🌐 <https://www.ibs.it/creare-startup-di-successo-libro-vari/e/9788868952785>

Why some startups succeed and others don't?

EXPERIENCES

Digital Marketing Manager

Motel Connection

📅 06/2013 - 08/2014

🌐 www.facebook.com/motelconnectionlive

Electronic band: Samuel, Pisti, Pierfunk

- Digital / social media strategy and coaching for Vivace Tour 2013 / 2014.

Senior Digital Strategist & PM

vanGoGh

📅 12/2013 - 09/2015 📍 Milano

🌐 vangogh-creative.it

vanGoGh is a creative and technology agency focused on quality and detail, a place where everybody can share ideas and challenge on creativity, design and technology.

- Branding solutions Design, project management and multidisciplinary team leading (up to 15 people).
- Care-taking of clients and their satisfaction as a key asset for the agency's business.
- Proposals preparation and presentation, negotiation, new business opportunities hunting.
- Clients: Ferrari, Maserati, Campagnolo, Piaggio, Ferragamo, Valle Camonica, Car Server, Vitamin Store, Tucano Urbano.

Maserati Global Digital Marketing

vanGoGh

📅 09/2012 - 11/2013 📍 Modena & Detroit

Elegance, style, sportiness and performance with a long and glorious heritage in Italian automotive.

- Involved in the redesign and evolution of Maserati websites: global, regionals, dealers, e-store, new models web specials (Quattroporte 2012 and 2013), playing as the interface between global digital marketing manager, communication and marketing global directors, cross FCA-group digital teams as well as subsidiaries managers for localization.

Senior web strategist

IAKI

📅 09/2011 - 09/2012 📍 Milano

🌐 iaki.com

IAKI is a brand engagement agency.

- Design of digital and social media marketing strategies for Corriere, Rizzoli, R101, Nielsen among others.
- Professor at seminars for clients and prospects.

Web Marketing consultant & PM

Img Internet

📅 11/2008 - 09/2011 📍 Milano

🌐 imginternet.com

Img Internet is a digital consulting company.

- web marketing and communication consultant
 - account
 - project manager
 - business developer

PUBLICATIONS

Special Issue: Advances in Agile Manufacturing

Human Factors and Ergonomics in Manufacturing & Service Industries

Issue edited by: Sebastiano Bagnara, Federico Vidari

📅 11/2005

🌐 <https://onlinelibrary.wiley.com/toc/15206564/15/4>

POLI.teca: a Design Knowledge Center at Politecnico di Milano. A Physical Interface to Networked Knowledge

WWCS 2004, Kuala Lumpur, Malaysia

Ciuccarelli, Paolo; Innocenti, Perla; Vidari, Federico

📅 06/2004

🌐 http://www.worldcat.org/title/politeca-a-design-knowledge-center-at-politecnico-di-milano-a-physical-interface-to-networked-knowledge/oclc/831893039&referer=brief_results

This paper describes the making of POLI.teca, a DesignNet pilot project of Design Knowledge Centre inside Politecnico di Milano. Poli.teca is the meeting place of laboratories and archives which provide documents and resources in support of design education and research. POLI.teca is a mix between documentation and a design centre.

SKILLS

Design Thinking



Project Management



Team Leading



Public Speaking



Training



EXPERIENCES

Director

Design Library

📅 01/2007 - 09/2007 📍 Milano

Company Description

- 30+ Events design and production
 - Online & offline Communication
 - Stakeholders relations: Publishers, design Schools
 - Staff leader (2 people)
 - Supply Chain
 - Members and subscribers development
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Research Fellow & Project Manager

Politecnico di Milano | Department of Design

📅 02/2002 - 12/2006 📍 Milano

🌐 polimi.it

Politecnico di Milano is a technological university which educates engineers, architects and designers. The School of Design is the biggest international university for designers, both by the number of students and of the teaching staff.

- DesignNet is a strategic project framework held by the Department of Industrial Design, Arts, Communication and Fashion at Politecnico di Milano.
 - Project Manager of the on line cataloguing software.
 - POLI.teca is an integrated service of many different content providers of information and knowledge for design activities. At POLI.teca I founded a Media Centre to give students access to digital tv platform, in partnership with Sky Italy.
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Architect, Project Manager, IT manager

guidarini salvadeo architetti associati

📅 09/1999 - 01/2002 📍 Milano

- Project Management of new buildings design, including permissions requirements, project and team leader (up to 12 people).
Meta Design of internal processes and quality management.
IT management.

Main projects:

- Residential houses in San Giuliano Milanese
 - Polo Geriatrico Lombardo, Via San Faustino, Milano
 - Residence for disabled people in Cinisello Balsamo
 - CONAD, UNES, COOP stores
 - ALER houses renovation
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Journalist

Company Name

📅 11/2000 - 11/2009 📍 Location

- Future Media Italy / Sprea Editori (Computer Magazine, .Net):
freelance journalist, hardware and software reviews
 - Gruppo Orange: freelance writer of books and magazines.
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SKILLS

Accounting



Marketing & Sales



Strategy



People Engagement



Project vision / Design Direction



Business Transformation



EXPERIENCES

Architect

Federico Vidari architetto

📅 01/1997 - 10/2008 📍 Milano

- With Pier Paride Vidari
2008 - "Olivetti 1908-2008, il progetto industriale" official centenary exhibition (Officine H, Ivrea)
2001 - Museo a cielo aperto dell'Architettura Moderna di Ivrea (MaaM, Ivrea)
 - With Saving Allestimenti
2008 - Project Manager and Exhibition Designer
 - With Nicola Marras
2008 - The Beatles (Spazio Oberdan, Milano) w/ Zetalab
2006 - Exhibition Milan's Milk Central Plant (MNST Leonardo, Milano)
2003 - Youth Hostel (Fonte Spugna, PG)
2003 - Exhibition Markitecture (SAIE, Bologna)
2003 - Exhibition Enrico Baj (Spazio Oberdan - Brera, Milano)
2002 - Exhibition Yinka Shonibare (PAC, Milano)
2002 - Exhibition "Dialogue in the Dark" (Palazzo Reale, Milano)
2001 - Exhibition Appunti di Viaggio (Castello di Sasso Corbaro, Bellinzona)
 - With Lavinia Sciacchitano
2003 - private flat, project manager
 - With Cecchi Lima Associati
1998 - International competition for San Donato green park
1998 - International Design Workshop "Maremma Territory", production assistant
1999 - Degree Project "Science Center in Maremma Park", a digital approach to terrain modeling in landscape design
 - Buro Mallmann, Aachen, Germany (1997)
 - Villas and Houses for retired and impaired people
 - Archive management
 - CAD automation
 - Building permissions
 - Thermal requirements calculations of new buildings
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Internet Marketing Consultant

freelance

📅 1995 - 2002 📍 Milano

- Beraldi: Web design, Internet Access Infrastructure, Email setup
 - Edizioni LINT: Consultant for online Bookshop, Web design, and other IT services for the company (internet access, email server, fax server, hardware maintenance, staff training)
 - ANIDA - Associazione Nazionale Imprese Difesa Ambiente (Confindustria): new website
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