

PIETRO FERRARIS

Business Development & Mobile Strategy

+39 347 6124492

@pixfex@gmail.com

www.linkedin.com/in/pietroferraris

Bologna, Italy



EXPERIENCE

Mobile Business Development

lastminute.com group

Feb 2015 - ongoing | Chiasso, Switzerland

In february 2015 my startup, map2app, was acquired by lastminute.com Group, where I am now head of mobile strategy. Among my main tasks:

- Defining, planning and measuring new features of our apps
- Defining and implementing go-to-market strategies
- Analysing market insights and evaluating partners and acquisitions

CEO & Founder

map2app, Inc.

Apr 2012 - Feb 2015 | San Francisco, California & Bologna, Italy

map2app is a web based platform for managing geo located content and creating native mobile apps for promoting cities, parks, events and more.

- I founded M2A in San Francisco and raised money from local investors
- I built a team of 8 great people able to deliver a complex product
- I eventually managed the acquisition process and all of its implications

CEO & Shareholder

Econoetica Srl

Feb 2009 - Aug 2012 | Bologna, Italy

Econoetica is a technology start-up operating in the ICT advanced services sector, particularly in the segment of wireless technologies.

- I stepped in as CEO and led the company from financial un-sustainability to breakeven, growing revenues more than 60%.
- In particular, I planned and drove the growth of Noody a network of more than 1000 WiFi Hot Spots distributed in Italy.

THINGS I AM PROUD OF



Creating, rising and selling a startup

Creating a profitable web based business in the travel space has been one of the biggest challenges of my life. Selling my company to one of the major OTAs an important achievement.



Creating and heading the "Travel Startup Association"

Born in 2013, the association includes 110 startups in the travel space, offering mentoring, networking events, investor days and other activities aimed at improving the startup ecosystem.

LANGUAGES

Italian



English



Spanish



STRENGTHS

Starting new things

Startups

Business Development

UX

Problem Solving

Mobile Strategy

EDUCATION

M.Sc. in Telecom Engineering

Università degli studi di Pavia

Sep 1997 - Sep 2003

Research Assistant

Polygrames Research Center

Oct 2002 - July 2003 | Montreal, Canada

B.Sc. in Electronic Engineering

Danmark Tekniske Universitet

Nov 1999 - Aug 2000 | Copenhagen, Denmark

THINGS I ENJOY



Learning new stuff, mentoring smart conversations, sailing