

## CURRICULUM VITAE



### PERSONAL INFORMATION

Name	<b>ANTONELLA FRESA</b>
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Nationality	Italian
Date of birth	5TH JUNE 1957

### WORKING EXPERIENCE

Date (from – to)	Since 2002 - today
Name, address of employer	PROMOTER SRL, Peccioli (Pisa), Italy
Type of company or sector	Private SME operating in the field of research, innovation and consultancy
Role	Director of Design and General Manager
Main tasks, responsibilities	<p>Technical Coordinator and/or responsible for Promoter partnership:</p> <ul style="list-style-type: none"><li>• <b>HOLA Cloud</b> (2015-2016), project for an effective collaboration among the members of the software, services and Cloud computing community (H2020)</li><li>• <b>EUROPEANSPACE</b> (2014-2017), Spaces of possibility for the creative re-use of Europeana's content (CIP ICT PSP BNP)</li><li>• <b>PREFORMA</b> (2014-2018), is Pre-Commercial Procurement project to address the challenge of implementing good quality standardised file formats for preserving data content in the long term (FP7)</li><li>• <b>RICHES</b> (2013-2015), a research project about the change that digital technologies are bringing to our society (FP7)</li><li>• <b>EAGLE</b> (2013-2016), digitization and ingestion to Europeana of ancient Greek and Roma Epigraphs (CIP ICT PSP)</li><li>• <b>CIVIC EPISTEMOLOGIES</b> (2014-2015), about the participation of citizens in research on cultural heritage and humanities (FP7)</li><li>• <b>EUROPEANAPHOTOGRAPHY</b> (2012-2015), digitization and ingestion to Europeana of vintage masterpieces of photography (CIP ICT PSP)</li></ul> <p>Further, it can be highlighted:</p> <ul style="list-style-type: none"><li>• Collaboration with the Department of Information Engineering of the <b>University of Padua</b>, for technical and strategic advisory services</li><li>• Collaboration with the <b>University of Coventry</b> (UK) for consultancy and support services aiming to the participation to European projects in the domain of social science and humanities, creativity,</li></ul>

	<p>cultural heritage and technological innovation.</p> <ul style="list-style-type: none"> <li>• <b>Enterprise Fellow at Coventry University</b></li> <li>• <b>Vice-President of of PHOTOCONSORTIUM – International Consortium for Photographic Heritage</b>, a non profit association whose purpose is the promotion and enhancement of the culture of photography and the photographic heritage.</li> <li>• <b>Project Manager of digitalmeetsculture.net online platform</b></li> <li>• reviewer in the <b>FCT Call for a National Roadmap of Research Infrastructures of Strategic Relevance (FCT, Portugal)</b></li> <li>• Reviewer for the Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH)</li> <li>• Project manager of the service agreement with the Italian <b>Ministry of Cultural Heritage and Activities</b>, in the frame of the Join Programming Activities</li> <li>• Member of the Europeana Task Force on Public-Private Partnerships</li> <li>• Manager for the provision of communication services to Sii-Mobility Project recently selected by the Italian Ministry of Research in the frame of the Smart Cities Programme.</li> <li>• Associate Partner Representative in the DIXIT Consortium (Marie-Curie Programme) about digital scholarly editions.</li> </ul>
Date (from – to)	From 2002 to 2012
Name, address of employer	<p>Italian Ministry of Cultural Heritage and Activities:</p> <ul style="list-style-type: none"> <li>- General Direction for Innovation, Rome</li> <li>- Central Institute for the Unique Catalogue (ICCU), Rome</li> <li>- Library of modern and contemporary history, Rome</li> </ul>
Type of company or sector	Ministry
Role	Technical Coordinator and Strategic Consultant
Main tasks, responsibilities	<ul style="list-style-type: none"> <li>• Member of the <b>Concertation Table</b> between the Ministry of Culture and Ministry of Research for the execution of the Recommendations of the European Commission of the 26/4/2010 related to the joint programming initiative in the research sector of “Cultural heritage and global changes: a new challenge for Europe”.</li> <li>• Technical Coordinator of the European projects in the domain of research e-infrastructures: <b>INDICATE</b> and <b>DC-NET</b> (ERA-NET), FP7-Capacities Programme, e-Infrastructures.</li> <li>• Technical Coordinator for the European projects in the domain of standards, guidelines and recommendations: <b>DCH-RP</b>, <b>LINKED HERITAGE</b> (CIP ICT PSP 2011-2013), <b>MINERVA</b> (FP5), <b>Minerva Plus</b> (FP6), <b>Minerva-EC</b> (eContent Plus)</li> <li>• Technical Coordinator of implementation of trans-European services for multilingual access to digital cultural collections: <b>MICHAEL</b> and <b>MICHAEL Plus</b> (eTEN).</li> <li>• Technology advisor and support to project management for the European ICT research project <b>IMAGINATION</b> (FP6).</li> <li>• Technical Coordinator of the <b>UNESCO project MED-CULT</b>, Information for All programme, to disseminate quality standards for cultural web sites in the Mediterranean countries.</li> </ul>

Date (from – to)	From 2002 to 2012
Name, address of employer	Alinari Spa / Alinari 24 Ore S.p.A., Firenze, Italy
Type of company or sector	Historical photographic Archives
Role	Consultant for all the European projects
Main tasks, responsibilities	Support to: ICT research, digital libraries implementation, market validation of innovative services, exploitation and dissemination activities
Date (from – to)	2006
Name, address of employer	Fondazione IARD, Roma, Italy
Type of company or sector	Research and training centre, not for profit foundation
Role	Trainer
Main tasks, responsibilities	Course on management of digitisation of cultural heritage, in the frame of the Memorandum of Understanding on Assistance between Italy & Poland
Date (from – to)	2005-2006
Name, address of employer	Fondazione IARD, Roma, Italy
Type of company or sector	Research and training centre, not for profit foundation
Role	Trainer
Main task, responsibilities	Course on management of digitisation of cultural heritage, in the frame of the Memorandum of Understanding on Assistance between Italy and Poland
Date (from – to)	2005-2007
Name, address of employer	National Polish Archives (NDAP), Warsaw, Poland
Type of company or sector	Governmental Institution
Role	Consulting for European Research and development projects
Main task, responsibilities	Scientific Advisor of the Project Coordinator, <i>progetto comunitario</i> EURIDICE “European Recommended materials for Distance Learning Courses for Educators”
Date (from – to)	2005
Name, address of employer	Archimedia, S.A., Athens, Greece
Type of company or sector	ICT SME
Role	Consulting for European Research and development projects
Main task, responsibilities	Coordination of digital library proposal in the frame of eContent Plus programme
Date (from – to)	2005-2006
Name, address of employer	Engineering S.p.A., Rome, Italy
Type of company or sector	Information Engineering Company
Role	Consulting for European Research and development projects
Main task, responsibilities	Market analysis. Dissemination and European dimension of DiVino project (eTEN)
Date (from – to)	2004-2005

Name, address of employer	University of Pisa, Department of Information Engineering, Pisa, Italy
Type of company or sector	University
Role	Consulting for European Research and development projects
Main tasks, responsibilities	Support for the quality control procedures in European projects
Date (from – to)	2004-2005
Name, address of employer	Consorzio Pisa Ricerche, Pisa, Italy
Type of company or sector	Public consortium for research, development and technology transfer
Role	Consulting for European Research and development projects
Main tasks, responsibilities	Project Management and technical development in the frame of ArchWare project (FP5)
Date (from – to)	2004-2006
Name, address of employer	eCommerce Competence Centre, EC3, Vienna, Austria
Type of company or sector	Public consortium for research, development and technology transfer
Role	Consulting for European Research and development projects
Main tasks, responsibilities	Project Manager of Harmo-TEN market validation project (eTEN)
Date (from – to)	2004
Name, address of employer	IFITT Information Federation for IT and Travel & Tourism, Innsbruck, Austria
Type of company or sector	International Federation
Role	Consulting for European Research and development projects
Main tasks, responsibilities	Networking processes among European partners
Date (from – to)	2003
Name, address of employer	Regional Direction Territorial and Environmental Policies and Infrastructures, Perugia, Italy
Type of company or sector	Region of Umbria
Role	Consulting for European Research and development projects
Main tasks, responsibilities	Development of projects for the application of ICT for the realisation of services related to the management of the territory (mobility, transport, etc.)
Date (from – to)	2002-2003
Name, address of employer	FERA, Brussels, Belgium
Type of company or sector	European Federation of Audiovisual Directors
Role	Software development manager
Main tasks, responsibilities	Development of multimedia e-learning platform
Date (from – to)	1999-2002
Name, address of employer	EUROPEAN COMMISSION, Brussels, Belgium
Type of company or sector	Direction General Information Society
Role	Scientific Advisor in the Programme TEN-Telecom / eTEN
Main tasks, responsibilities	Project Officer

Date (from – to)	1996-1998
Name, address of employer	CESVIT S.p.A., Florence, Italy
Type of company or sector	Regional Agency for the high technology
Role	Consulting for European Research and development projects
Main tasks, responsibilities	<ul style="list-style-type: none"> <li>• Project Manager of M.CUBE Multimedia Support Network for cultural heritage and arts (FP4)</li> <li>• Responsible of the training courses for the digital post-production, in the frame of the European Digital Arts project of the Multimedia Centre of Babelsberg, Germany (MEDIA, 1995-1997)</li> <li>• Coordinator of MEDIARTECH exhibition about multimedia, art and technology (Florence, 1996, 1997)</li> <li>• Member of the Scientific Committee of the experimental project for the cataloguing of audiovisual archives of the Regional Site of RAI Toscana (1996);</li> <li>• Scientific Advisor for the Regional Network of High Technology of the Tuscany Region (1995-1998)</li> <li>• Teacher at Istituto Superiore ISIA, Florence for the course “Integration of formal and technological design” (Training and Youth, 1996)</li> </ul>
Date (from – to)	1995-1998
Name, address of employer	RCS Rizzoli Corriere della Sera S.p.A., Milan, Italy
Type of company or sector	Publisher
Role	Consulting for European multimedia projects
Main tasks, responsibilities	<ul style="list-style-type: none"> <li>• Technical Coordinator “Progetto Lettura” of Corriere della Sera ('95)</li> <li>• Project Manager of EDICHOLA project, Information Engineering (FP4 1996-1997)</li> <li>• Consultant of Rizzoli New Media division for the participation to the <i>Club d'investissement</i> media of the European Commission to support the production of multimedia works (1994-1998)</li> </ul>
Date (from – to)	1989-1994
Name, address of employer	Tower Tech S.r.l., Pisa, Italy
Type of company or sector	SME, Research Development, Hardware and Software production
Role	Manager
Main tasks, responsibilities	<ul style="list-style-type: none"> <li>• OEM Strategy Manager</li> <li>• Multimedia Development Manager</li> </ul>
Date (from – to)	1980-1989
Name, address of employer	Olivetti ICO S.p.A., Ivrea and Pisa, Italy & Olivetti Advanced Technology Center, Cupertino (CA), USA
Type of company or sector	Research Development, Hardware and Software production

Role	Engineering and Management
Main tasks, responsibilities	<ul style="list-style-type: none"> <li>• Basic I/O System development</li> <li>• PC Drivers</li> <li>• Local Area Network experimentation installation, Olivetti Headquarter, Ivrea</li> <li>• Video Controller development manager, Olivetti Advanced Technology Centre, Cupertino, California (1985-1989)</li> </ul>
<b>PARTICIPATION IN CONFERENCES AND MEETINGS AS INVITED GUEST/KEYNOTE SPEAKER</b>	
Date and venue	12 May 2015, Sofia (BG)
Event title	NALIS Forum 2015: The Challenge to Collaborate in the Digital Age
Organisers	NALIS Foundation
Presentation title	<i>From digitisation to the creative reuse of digital cultural content and citizen participation</i> (A.Fresa)
Date and venue	13 February 2015, Coventry (UK)
Event title	Digital Echoes Symposium 2015
Organisers	Centre for Dance Research (C-DaRE) – Coventry University
Presentation title	<i>Civic Epistemologies: Development of a Roadmap for Citizen Researchers in the age of Digital Culture</i> (A.Fresa)
Date and venue	25-26 September 2014, Turin (IT)
Event title	<i>Italia è Cultura</i>
Organisers	AICI (Associazione delle Istituzioni di Cultura Italiane)
Presentation title	<i>Beni culturali, utenti e riuso creativo</i> (A.Fresa)
Date and venue	08 January 2014, Coventry (UK)
Event title	Digital Echoes Symposium 2014
Organisers	Centre for Dance Research (C-DaRE) – Coventry University
Presentation title	<i>A European perspective on digital cultural heritage</i> (A.Fresa)
Date and venue	04-05 November 2013, Vilnius (LT)
Event title	e-IRG workshop
Organisers	e-Infrastructure Reflection Group
Presentation title	<i>Digital Cultural Heritage moving toward an e-Infrastructure based approach to digital preservation</i> (A.Fresa)
Date and venue	17-19 October 2013, Lucca (IT)
Event title	LuBeC 2013

Organisers	Promo P.A. Fondazione
Presentation title	<i>Buone pratiche per il riuso creativo dei contenuti culturali digitali</i> (A.Fresa)
Date and venue	26-27 September 2013, Siena (IT)
Event title	Agorà 2013
Organisers	Polis (Polo di Innovazione delle Tecnologie per la Città Sostenibile)
Presentation title	<i>Digitisation and re-use of cultural content: the case of photography</i> (A.Fresa)
Date and venue	16-20 September 2013, Madrid (ES)
Event title	EGI Technical Forum
Organisers	European Grid Infrastructure (EGI)
Presentation title	<i>An e-infrastructure for the Digital Cultural Heritage sector and the humanities research</i> (A. Fresa and R.Vandenbroucke)
Date and venue	08-12 April 2013, Manchester (UK)
Event title	EGI Community Forum 2013
Organisers	European Grid Infrastructure (EGI)
Presentation title	<i>Digital Cultural Heritage Preservation</i> (A.Fresa)
Date and venue	14-16 March 2013, Taipei (Taiwan)
Event title	TELDAP 2013 International Conference
Organisers	Taiwan e-Learning and Digital Archive Program (TELDAP)
Presentation title	<i>Digital Cultural Heritage Preservation</i> (A.Fresa)
Date and venue	18-20 October 2012, Lucca (IT)
Event title	Lu.Be.C 2012
Organisers	Promo P.A. Fondazione
Presentation title	Lecture about the general impact of cultural heritage's clusters on the companies that operate in the field

#### EDUCATION AND TRAINING

Date (from – to)	1999-2002
Name, type of institution	EPFC Institute of the Chamber of Commerce of Brussels
Subject	French language course
Qualification	EPFC Diploma
Date (from – to)	2001

Name, type of institution	S.I.E.I., Brussels
Subject	Negotiation Techniques
Qualification	S.I.E.I. Certification
Date (from – to)	1976-1980
Name, type of institution	University of Turin
Subject	Information Science
Qualification	Full University Degree
Date (from – to)	1974
Name, type of institution	Conservatory of Music
Subject	Theory and Solfege, Music History, Harmony, Piano
Qualification	Completion of the Fifth Year of Piano

## LANGUAGE COMPETENCES

LANGUAGE MOTHERTONGUE **ITALIAN**

OTHER LANGUAGES

### ENGLISH

Reading	EXCELLENT
Writing	EXCELLENT
Conversation	EXCELLENT

### FRENCH

Reading	EXCELLENT
Writing	EXCELLENT
Conversation	EXCELLENT