CURRICULUM VITAE

PERSONAL INFORMATION

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E-mail	**fresa@promoter.it**
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	Technical Coordinator and/or responsible for Promoter partnership:

- **HOLA Cloud** (2015-2016), project for an effective collaboration among the members of the software, services and Cloud computing community (H2020)
- **EUROPEANASPACE** (2014-2017), Spaces of possibility for the creative re-use of Europeana's content (CIP ICT PSP BNP)
- **PREFORMA** (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)
- **RICHES** (2013-2015), a research project about the change that digital technologies are bringing to our society (FP7)
- **EAGLE** (2013-2016), digitization and ingestion to Europeana of ancient Greek and Roma Epigraphs (CIP ICT PSP)
- **CIVIC EPISTEMOLOGIES** (2014-2015), about the participation of citizens in research on cultural heritage and humanities (FP7)
- **EUROPEANAPHOTOGRAPHY** (2012-2015), digitization and ingestion to Europeana of vintage masterpieces of photography (CIP ICT PSP)
  Further, it can be highlighted:
- Collaboration with the Department of Information Engineering of the **University of Padua**, for technical and strategic advisory services
- Collaboration with the **University of Coventry** (UK) for consultancy and support services aiming to the participation to European projects in the domain of social science and humanities, creativity,

cultural heritage and technological innovation.
- **Enterprise Fellow at Coventry University**
- **Vice-President of of PHOTOCONSORTIUM – International Consortium for Photographic Heritage,** a non profit association whose purpose is the promotion and enhancement of the culture of photography and the photographic heritage.
- **Project Manager of digitalmeetsculture.net online platform**
- reviewer in the **FCT Call for a National Roadmap of Research Infrastructures of Strategic Relevance (FCT, Portugal)**
- Reviewer for the Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH)
- Project manager of the service agreement with the Italian **Ministry of Cultural Heritage and Activities**, in the frame of the Join Programming Activities
- Member of the Europeana Task Force on Public-Private Partnerships
- 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.
- Associate Partner Representative in the DIXIT Consortium (Marie-Curie Programme) about digital scholarly editions.

Date (from – to)	From 2002 to 2012
Name, address of employer	Italian Ministry of Cultural Heritage and Activities:

- General Direction for Innovation, Rome
- Central Institute for the Unique Catalogue (ICCU), Rome
- Library of modern and contemporary history, Rome

Type of company or sector	Ministry
Role	Technical Coordinator and Strategic Consultant
Main tasks, responsibilities	

- Member of the **Concertation Table** 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".
- Technical Coordinator of the European projects in the domain of research e-infrastructures: **INDICATE** and **DC-NET** (ERA-NET), FP7-Capacities Programme, e-Infrastructures.
- Technical Coordinator for the European projects in the domain of standards, guidelines and recommendations: **DCH-RP**, **LINKED HERITAGE** (CIP ICT PSP 2011-2013), **MINERVA** (FP5), **Minerva Plus** (FP6), **Minerva-EC** (eContent Plus)
- Technical Coordinator of implementation of trans-European services for multilingual access to digital cultural collections: **MICHAEL** and **MICHAEL Plus** (eTEN).
- Technology advisor and support to project management for the European ICT research project **IMAGINATION** (FP6).
- Technical Coordinator of the **UNESCO project MED-CULT**, Information for All programme, to disseminate quality standards for cultural web sites in the Mediterranean countries.

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, *progetto comunitario* 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 Market
Main task, responsibilities	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	• Project Manager of M.CUBE Multimedia Support Network for cultural heritage and arts (FP4)
	• 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)
	• Coordinator of MEDIARTECH exhibition about multimedia, art and technology (Florence, 1996, 1997)
	• Member of the Scientific Committee of the experimental project for the cataloguing of audiovisual archives of the Regional Site of RAI Toscana (1996);
	• Scientific Advisor for the Regional Network of High Technology of the Tuscany Region (1995-1998)
	• Teacher at Istituto Superiore ISIA, Florence for the course "Integration of formal and technological design" (Training and Youth, 1996)
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	• Technical Coordinator "Progetto Lettura" of Corriere della Sera ('95)
	• Project Manager of EDICHOLA project, Information Engineering (FP4 1996-1997)
	• Consultant of Rizzoli New Media division for the participation to the *Club d'investissement* media of the European Commission to support the production of multimedia works (1994-1998)
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	• OEM Strategy Manager
	• Multimedia Development Manager
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	• Basic I/O System development
	• PC Drivers
	• Local Area Network experimentation installation, Olivetti Headquarter, Ivrea
	• Video Controller development manager, Olivetti Advanced Technology Centre, Cupertino, California (1985-1989)

SELECTION OF PARTICIPATION IN CONFERENCES AS SPEAKER/MEMBER OF THE PROGRAMME COMMITTEE

Date and venue	28 – 30 September 2016, Veliko Tarnovo (Bulgaria)
Event title	Digital Presentation and Preservation of Cultural and Scientific Heritage (DiPP2016)
Organisers	Institute of Mathematics and Informatics, Bulgarian Academy of Sciences
Participation as	*Member of the Conference Programme Committee*
Date and venue	31 October – 5 November 2016, Lymassol (Cyprus)
Event title	EuroMed International Conference on Digital Heritage 2016
Organisers	Cyprus University of Technology
Participation as	*Member of the Conference Programme Committee*
Date and venue	January 2016 (Athens), February 2016 (Leuven)
Event titles	Hack the Book Festival – Hack your Photo Heritage
Organisers	Europeana Space project
Participation as	*Member of the Jury*
Date and venue	14-16 March 2016, Jasna (Slovakia)
Event title	ILIDE 2016
Organisers	Slovak Chemistry Library, Matej Bel University Library
Presentation title	*Preserving the Cultural Heritage: the PREFORMA Project*
Date and venue	2014-2015-2016, Brussels (Belgium)
Event title	Annual Concertation meeting CNECT PCP Projects
Organisers	European Commission
Presentation title	*Preforma: Benchmarking metholodologies on how to test, assess and evaluate the results of the PCP*
Date and venue	Paris, September 2014 – Rome, January 2016
Event titles	EAGLE 1st and 2nd International Conference
Organisers	Eagle project
Participation as	Member of the General Program committee

Date and venue	22 January 2016, Athens (Greece)
Event title	Best Practice for Education Workshop
Organisers	Europeana Space Project
Presentation title	*Europeana Space: creative re-use perspectives for cultural heritage*
Date and venue	10-11 December 2015, Tallinn (Estonia)
Event title	Creative reuse of cultural heritage and contemporary practices: challenges and opportunities in the digital world
Organisers	Europeana Space Project
Presentation title	*Forward thinking*
Date and venue	12-13 November 2015, Berlin (Germany)
Event title	Digital Heritage and Innovation, Engagement and Identity
Organisers	Civic Epistemologies and Riches projects
Presentation title	*Community Participation in the Redesign of Urban Built Heritage: the case of Palazzo Pretorio (Italy); Short presentation of the Civic Epistemologies project*
Date and venue	6-8 October 2015, Pisa (Italy)
Event title	Cloud Forward 2015 Conference
Organisers	Hola Cloud Project
Participation as	*Member of the Conference Executive Committee*
Date and venue	1 October 2015, Granada (Spain)
Event title	DigitalHeritage2015 conference
Organisers	University of Granada, SEAV, Innova (panel curated by Promoter srl)
Participation as	*Chair of the panel session "From Digitization to Preservation, Creative Re-Use of Cultural Content, and Citizen Participation"*
Date and venue	28-30 September 2015, Veliko Tarnovo (Bulgaria)
Event title	International conference DiPP 2015
Organisers	Institute of Mathematics and Informatics, Bulgarian Academy of Sciences
Presentation title	*DCH-RP and PREFORMA: two case studies on the digital preservation of cultural heritage*
Date and venue	12 May 2015, Sofia (Bulgaria)
Event title	NALIS Forum 2015: The Challenge to Collaborate in the Digital Age
Organisers	NALIS Foundation
Presentation title	*From digitisation to the creative reuse of digital cultural content and citizen participation* (A.Fresa)
Date and venue	2014 - 2015 - 2016, Coventry (UK)
Event title	Digital Echoes Symposium 2014, 2015, 2016

Organisers	Centre for Dance Research (C-DaRE) – Coventry University
Presentation title	*A European perspective on digital cultural heritage (2014), Civic Epistemologies (2015), Virtual Museums (2016)*
Date and venue	4-5 December 2014, Pisa (Italy)
Event title	RICHES International Conference
Organisers	Riches Project
Participation as	Member of the PROGRAMME COMMITTEE
Date and venue	25-26 September 2014, Turin (Italy)
Event title	Italia è Cultura
Organisers	AICI (Associazione delle Istituzioni di Cultura Italiane)
Presentation title	*Beni culturali, utenti e riuso creativo* (A.Fresa)
Date and venue	04-05 November 2013, Vilnius (Lithuania)
Event title	e-IRG workshop
Organisers	e-Infrastructure Reflection Group
Presentation title	*Digital Cultural Heritage moving toward an e-Infrastructure based approach to digital preservation* (A.Fresa)
Date and venue	17-19 October 2013, Lucca (Italy)
Event title	LuBeC 2013
Organisers	Promo P.A. Fondazione
Presentation title	*Buone pratiche per il riuso creativo dei contenuti culturali digitali* (A.Fresa)
Date and venue	26-27 September 2013, Siena (Italy)
Event title	Agorà 2013
Organisers	Polis (Polo di Innovazione delle Tecnologie per la Città Sostenibile)
Presentation title	*Digitisation and re-use of cultural content: the case of photography* (A.Fresa)
Date and venue	16-20 September 2013, Madrid (Spain)
Event title	EGI Technical Forum
Organisers	European Grid Infrastructure (EGI)
Presentation title	*An e-infrastructure for the Digital Cultural Heritage sector and the humanities research* (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	*Digital Cultural Heritage Preservation* (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	*Digital Cultural Heritage Preservation* (A.Fresa)
Date and venue	18-20 October 2012, Lucca (Italy)
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 istitution	EPFC Institute of the Chamber of Commerce of Brussels
Subject	French language course
Qualification	EPFC Diploma
Date (from – to)	2001
Name, type of istitution	S.I.E.I., Brussels
Subject	Negotiation Techniques
Qualification	S.I.E.I. Certification
Date (from – to)	1976-1980
Name, type of istitution	University of Turin
Subject	Information Science
Qualification	Full University Degree: 110/100 "cum lode" (10/07/1980)
Date (from - to)	1972-1976
Name, type of institution	Liceo Scientifico "Girolamo Saccheri"
Subject	Scientific Degree
Qualification	Graduate Degree: 60/60
Date (from – to)	1974
Name, type of istitution	Conservatory of Music

LANGUAGE COMPETENCES

LANGUAGE MOTHERTONGUE	**ITALIAN**
OTHER LANGUAGES	
	ENGLISH
Reading	EXCELLENT
Writing	EXCELLENT
Conversation	EXCELLENT
	FRENCH
Reading	EXCELLENT
Writing	EXCELLENT
Conversation	EXCELLENT