



# ANTONIO RUGGIERO

Digital Transformation Advisor

## PROFILE

Passionate in exploring the opportunities generated by the intersection between Digital, Business and People. I'm truly convinced that every company in every industry will increasingly benefit from the adoption of new technical capabilities to reach their higher purposes. During my experience in leading programs of change, I have been able to ascertain that ethic, empathy and motivation is what really makes the innovation reality, and allow to keep people at the center. It is on these principles that I base my day-by-day work, helping organizations to realize their digital ambitions by empowering people to develop a growth-mindset, acquire new competencies, face the change and thrive. As being a Digital Advisor in Microsoft has given to me this view around supporting innovation and change, past experiences gave me some solid bases around technology (Microsoft and IBM) and entrepreneurship (DoIT in early 2000s and 8+ years of freelancer). I'm proud of what I'm doing and I believe there is no company with the same potential as Microsoft to have an impact through technology on businesses around the World, but at the same time I wonder what it might mean to help an organization digitally transform from within. This is one of the challenges I'm interested in.

## CONTACT

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## HOBBIES

Photography  
Mentoring & Coaching  
Tennis & Running  
Guitar

## WORK EXPERIENCE

### Microsoft Italia, Digital Advisor

12.2015 – 11.2025

- Lead Digital Advisor for Financial Services Industry
- Frequently engaged in C-Level conversations in Banks and Insurance companies about purpose-led digital-enabled transformation programs
- Helped Banca Mediolanum in shaping Flowe digital bank, starting from the purpose definition
- Envisioning how banks and insurance companies can improve sustainability posture (e.g. Intesa Sanpaolo smart building, that will address 2M€ energy saving/year)
- Co-designed new data-driven business models with major Italian Banks for Corporates (NDA customers)
- Elis CEO Community Mentor

### IBM Italia, Technical Solution Architect

01.2012 – 11.2015

- Strategic Outsourcing architect, involved in pre-sales, delivery and operations across multi-year contracts
- Responsible of solution design (technical, service management) and cost definition for large customers in Travel & Transportation
- For 3 years worked to evolve the Trenitalia ticketing platform infrastructure (a kind of 7B€/year "e-commerce")

### Engineering Ingegneria Informatica, Development Team Manager (Freelance)

02.2010 – 12.2011

- Head of a 20 people factory to build a new generation teller/seller for Banca Marche
- Responsible for Functional Analysis, Design, Planning and build of this strategic SW asset for the Bank

### Poste Italiane, Demand Manager (Freelance)

2006 – 10.2008

- As demand manager I was in charge of translating business requirements (in the area of business intelligence) in technical specifications for the development teams, negotiating features, releases and budget

### DoIT, CEO

2002 – 2004

- Founder and CEO of the company, born to provide high-quality advisory on Microsoft Technology
- 12 people hired, 1M+ revenues in the 3<sup>rd</sup> year
- Sold to a trusted investor to pursue new professional challenges

## SKILLS

Track and take steps to accelerate business value realized from Digital Transformation programs	100%
Plan, orchestrate and perform execution oversight of strategic digital transformation plans	90%
Play a central role in the development and delivery of an integrated digital strategy	90%
Create strong coalitions with stakeholders to develop strategic and innovative initiatives	80%
Envisioning future states based on digital and market trends	100%

## EXPERTISE AREAS

- **Enterprise Cloud Strategy** (technology roadmap, modern service management)
- Enabling modern collaboration styles and **new ways of working**
- Adopting **Artificial Intelligence** to improve processes, support employees, engage customers and transform products
- Supporting **data estate modernization** by following a “digital feedback loop” paradigm where data are the foundational asset of business transformation
- Tailoring **human-centered design** to accelerate creativity, problem solving and innovation
- **Inclusive design** practitioner

## CERTIFICATIONS AND LICENSES

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**PROSCI Change Practitioner**  
Prosci  
Issued Apr 2019 · No Expiration Date



**Modern Marketer: Business & Marketing Strategy**  
Microsoft Modern Marketer  
Issued Jan 2018 · No Expiration Date



**Design Thinking Essentials**  
LUMA Institute  
Issued May 2020 · No Expiration Date



**BDM Conversations and Storytelling in the Age of Digital Transformation**  
Microsoft - Lange International  
Issued Jun 2017 · No Expiration Date



**Microsoft Global Challenger**  
Microsoft  
Issued Oct 2017 · No Expiration Date



**Insight Selling**  
Microsoft



**Human Digital Master**  
ELIS  
Issued Feb 2020 · No Expiration Date



**Microsoft Certified: Azure Fundamentals**  
Microsoft  
Issued Dec 2019 · No Expiration Date

## EDUCATION

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### ISTITUTO TECNICO INDUSTRIALE – FOLIGNO (PG)

1998

Perito Tecnico Industriale



**Building Digital Partnerships and Ecosystems**  
INSEAD  
Issued Aug 2022 · No Expiration Date  
Credential ID 56467401



**Microsoft-INSEAD Online Business Strategy and Financial Acumen**  
INSEAD Executive Education  
Issued Dec 2016 · No Expiration Date



**Microsoft-INSEAD Value Negotiation**  
Microsoft - INSEAD  
Issued May 2019 · No Expiration Date