



# Michele Zuccala

## Digital Innovation Architect

Via Cavour, 1 | 22012 Cernobbio (CO) | Italy

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### Personal information

Date of birth: 30 October 1987

Place of birth: Lodi, Italy

Nationality: Italian

Marital status: single

Driving license: B

### Summary

Natural born tech addicted, my job is about empowering digital strategies with the most up-to-date technologies. I'm half an engineer and half a creative thinker, with a deep result-oriented approach to all life aspects. I strongly believe in teamwork being the driving force towards success.

### Professional experience

#### General Manager

##### Swiss Digital @ Pro Web Consulting – Lugano, Switzerland

September 2011 – present

Reporting directly to the CEO, my job is about technology in the digital market: in Swiss Digital we design and produce simple, elegant and functional technologic solutions to empower our Client's online presence. Main tasks:

- Swiss Digital launch in 2011
- EMEA customers relationships
- Project management and tech team leading
- Profit/loss management
- Human resources and work teams management
- Overview of the HR training program
- Relationships with third-part agencies and technology partners
- R&D in the ICT field

Main clients: *Amaro Montenegro, Bally, Barilla, Beck's, Bwin, Coca Cola, Ferrarelle, Hamilton, KFC, L'Oréal, LG, Mondadori, Paddy Power, Pfizer, Pirelli, Red Bull, SKY, Sony, Star, Swatch, Vichy, Welcome Travel*

#### Chief Information Officer

##### Pro Web Consulting – Lugano, Switzerland

June 2010 – present

I am Head of the ICT division at Pro Web Consulting, an international agency based in Switzerland specialized in SEO and Digital Marketing strategy. Main tasks:

- Corporate IT strategy governance
- Relationships with IT vendors and partners
- Planning of IT investments in the medium/long term
- Planning and supervision of dedicated critical hosting infrastructures
- Planning, design and supervision of the Private Cloud Computing project (built on top of Amazon AWS)
- EMEA customers relationships for project involving the ICT division
- Lifecycle management for proprietary tools and applications

**IT Manager****ARFIN Insurance Group – Milan, Italy**

November 2008 – June 2010

**Main tasks:**

- Corporate IT strategy governance
- Physical to virtual datacenter migration
- Intrusion detection and prevention systems, Cisco ASA firewalls management
- Planning and design of the disaster recovery procedures
- Implementation of internal helpdesk system
- Replacement of the former PBX with a state-of-the-art VoIP infrastructure
- Planning and design of a Single Sign-On system based on Microsoft Active Directory and the related enforcement policies for each application used by the company
- Log collection system for IT operators activity monitoring, following Privacy Authority guidelines
- Team leading for SIA (Sistema Integrato per l'Assicurazione – insurance integrated system), an internal workflow management software that won the “Cerchio d'Oro per l'Innovazione Finanziaria” award
- Workstations management and development of an automated deploy tool

**Computer forensics consultant****Italian State Police – Lodi, Italy**

June 2008 – November 2008

**IT Project Manager / Web Developer****Stefano Lungo & Partners – Milan, Italy**

January 2007 – November 2008

**System Administrator****Capitalia Banking Group – Milan, Italy**

August 2006 – December 2006

**System Administrator / Web Developer****EuropeanWebHost – Rome, Italy**

May 2005 – June 2006

**Helpdesk Engineer****Serverplan – Cassino, Italy**

September 2004 – April 2005

**Education****ICT Engineering****Politecnico di Milano – Milan, Italy**

September 2006 – June 2010

**High school****Liceo Linguistico W. Shakespeare – Crema, Italy**

September 2001 – June 2006

**Language skills****Italian:** mother tongue**English:** very good (FIRST certificate – grade **A**, PET certificate – grade **PASSED WITH MERIT**)**French:** good (DELFB2 certificate – grade **18,94/20**)**Spanish:** basic**German:** basic

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## Technical skills

**OS:** Windows, OS X, Linux  
**Virtualization:** Hyper V, vSphere, ESXi, Xen, Proxmox  
**Cloud:** Amazon AWS, RackSpace, Azure, OpenStack, CloudStack  
**Scripting:** Powershell, Bash, VBscript  
**Classic development:** VB, VB.Net, C, C#  
**Mobile development:** Objective C, Titanium, Phonegap  
**Web development:** HTML, CSS, Javascript, ASP, ASP.Net, PHP, Node.js, Perl  
**Web frameworks:** jQuery, Express JS, Socket.io, Laravel, Zend, Symfony, CakePHP, Yii  
**ERP:** SAP, Dynamics, OpenERP  
**Project management:** MS Project, Basecamp, Jira, Redmine  
**Hosting management:** Plesk, cPanel, DirectAdmin

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## Personal skills

The working environments I have been in so far have allowed me to develop and demonstrate excellent interpersonal and communication skills. I am also very fond of my result-oriented approach to all life aspects. I am fully confident with working on my own although I strongly prefer teamwork: during my whole professional experience I had the opportunity to learn how to manage conflicts and to face the different needs that normally arise within working groups. Last but not least: frequent travels are challenges and chances, definitely not threats.

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## Arts and sports

I have been playing the piano for 7 years at "Accademia di Musica e Danza F. Gaffurio" in Lodi, Italy. I occasionally play electric and acoustic guitar as an amateur. During my teens I practiced several team sports like water polo and soccer until 2007, when I started my career as a football referee.

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## Personal projects

**Avionerd**  
[www.avionerd.com](http://www.avionerd.com)  
2013 – 2014  
Everyone needs a help to fly. Avionerd is a soon to come mobile company which will bring back the pleasure of flying around the world. Avionerd will revolution the social experience of going through the pain of airports, queues and boring seatmates.

**MappedInWorld**  
[www.mappedinworld.com](http://www.mappedinworld.com)  
2012  
The Made in World Digital Map is a non-profit visual testament of the vibrant state of World's digital industry: a consumer generated map of digital companies useful for those who are looking for a job in the digital environment, are launching a startup, have funds to invest or can offer a co-working space.

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