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## MIND THE BRIDGE VENTURE CAMP 09

### Trip to Silicon Valley and Back

November 6th - 7th

Corriere della Sera  
Sala Buzzati  
via Balzan 3  
Milano

Sponsors:

*Dada*



*Lilly*



Vola <sup>quasi</sup> gratis  
Tutti i voli in un click!

# AGENDA Friday November 6th



- 9.00 AM - 10.00 AM     **Registration**
  
- 10.00 AM - 10.30 AM     **Welcome Speeches**  
  
Piergaetano Marchetti, Presidente, RCS MediaGroup  
Giorgio Valerio, Amministratore Delegato, RCS Quotidiani Italia  
Ferruccio de Bortoli, Direttore, Corriere della Sera  
Carol Z. Perez, United States Consul General  
Marco Marinucci, Executive Director, Mind The Bridge Foundation  
Alberto Onetti, Chair, Mind The Bridge Foundation  
Claudio Scajola\*, Ministro dello Sviluppo Economico
  
- 10.30 AM - 11.30 AM     **Panel: Entrepreneur Success Stories**  
Paolo Barberis (Dada), Massimo Colombari (Permasteelisa),  
Alessandro Fracassi (Mutui on Line), Fabio Cannavale  
(Vola Gratis)  
moderated by Emil Abirascid
  
- 11.30 AM - 1.00 PM     **Startups Pitch Group 1: Internet & co.**  
  
Kael, MoVoLo, TargetBet, Thounds, TripShake
  
- 1.00 PM - 2.30 PM     **Lunch / Networking Time**
  
- 2.30 PM - 3.00 PM     **Multimedia Presentation: Italiani di Frontiera**  
  
a project by Roberto Bonzio (Reuters) edited by Moreno Gentili
  
- 3.00 PM - 4.00 PM     **Startups Pitch Group 2: Wireless & co.**  
  
Adant, Fluidmesh, VRmedia, WiTech

# AGENDA Friday November 6th



- 4.00 PM - 5.00 PM **Experiencing the Bridge**  
  
Randy Mitchell (US Department of Commerce),  
Marco Marinucci (MTB, Google), Matteo Daste  
(BAIA, Buchalter Nemer)  
interviewed by Jacopo Barigazzi (Newsweek)
  
- 5.00 PM - 5.30 PM **Coffee Break / Networking Time**
  
- 5.30 PM - 6.30 PM **Investor Panel: From Start to Exit**  
  
Massimiliano Magrini (Annapurna Ventures), Matteo Fago  
(Venere/Expedia)  
moderated by Gianpio Bracchi (AIFI)
  
- 6.30 PM - 6.45 PM **Panel: Fulbright-BEST**  
  
presented by Elisabeth Robinson
  
- 6.45 PM - 8.00 PM **1:1 Meetings Startups-Investors / Networking Time**
  
- 7.00 PM - 11.00 PM **Private visit to Brera**  
*(special ticket required)* **Gala Dinner at Sala Montanelli with speakers**

# AGENDA Saturday November 7th



- 9.00 AM - 9.30 AM      **Registration**
  
- 9.30 AM - 10.15 AM      **Investors Panel: Seeding the Italian opportunities**  
  
Riccardo Donadon (H-Farm), Germanico Carganico (Toscana Life Sciences)  
moderated by Marco Pratellesi (Corriere.it)
  
- 10.15 AM - 11.30 PM      **Startups Pitch Group 3: Life Sciences&co.**  
  
Echolight, Ergo2000, GetConnected, Pervactive, Prossimalsola
  
- 11.30 PM - 11.45 PM      **Coffee Break / Networking Time**
  
- 11.45 AM - 12.45 AM      **The Italian Gold in Silicon Valley**  
  
Alberto Sangiovanni Vincentelli (University California Berkeley), Giacomo Marini (Noventi Ventures), Roberto Crea (Protelix)  
interviewed by Beppe Severgnini
  
- 12.45 AM - 12.50 AM      **Premio Working Capital / MTB Gym**  
  
presented by Salvatore Mizzi (Telecom Italia)
  
- 12.50 AM - 1.20 PM      **Panel: MTB Alumni**  
  
moderated by Marco Marinucci/Alberto Onetti (MTB Foundation)
  
- 1.20 PM - 1.30 PM      **Conference Wrap Up**  
  
presented by Maria Latella (Editor "A")
  
- 1.30 PM      **Recess**

## ABOUT US



# What is Mind the Bridge?

It is a non-profit initiative founded by Marco Marinucci in 2007 who acts as its executive director, defining the main directions of the organization. Marco (a Google manager in his day job) got inspired when involved in a business plan competition and mentoring project in Africa. Blown away by the radical impact such initiative played, he decided to replicate the model with the hope to have a similar impact in Italy, his own country. The foundation is led by a Board that steers the direction of the initiative and defines the organizational details.

The ultimate goal of the foundation is to create the conditions to foster a sustainable Italian entrepreneurial eco-system, spur more ideas, and subsequently reinvigorate the complex new-venture economy, providing new entrepreneurs with direct exposure to potential venture capital investors from the most experienced, entrepreneurial eco-system in the world, the Silicon Valley.

Every year Mind the Bridge runs an annual business plan competition with the purpose of selecting the best innovative business ideas among all the potential Italian talents.

One of the newest activity of Mind the Bridge is the Gymnasium, a mentoring and coaching programme that takes place in Silicon Valley and Italy.

# THE TEAM



## Founder and Executive Director



Marco Marinucci

## Board of Directors



Marco  
Marinucci



Fabrizio  
Capobianco



Matteo  
Daste



Alberto  
Onetti

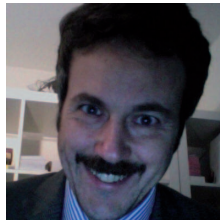
## Italian Operations



Alberto  
Onetti  
Chair



Tito  
Costa  
Operations

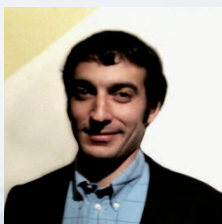


Massimo  
Carraro  
Communication



Jari  
Ognibeni  
Area Manager

## Press and Communication



Alberto  
Cecioni

## BP Competition Coordinator



Gabriele  
Scoditti

# SELECTION COMMITTEE



Alessio Beverina, *Sofinnova Partners*

Roberto Bonanzinga, *Balderton Capital*

Fausto Boni, *360 Capital Partner*

Gianluca Dettori, *Dpixel*

Pietro Dova, *XG Ventures*

Lorenzo Franchini, *Italian Angels for Growth*

Davide Gai, *BSI Healthcapital SA*

Claudio Giuliano, *Innogest*

Maurizio Guidi, *Eli Lilly*

Massimiliano Magrini, *Annapurna Ventures*

Stefano Peroncini, *Quantica*

Maurizio Petitbon, *Kreos Capital*

Mauro Pretolani, *TLCOM*

Giuseppe Serazzi, *PNICube*

Pietro Strada, *Centerboard Partners*

Luca Ungarelli, *Value Partners*

# START-UPS



## Adant

Adant develops and markets novel and revolutionary antennas for next generation wireless communication systems. Adant's core technology is its reconfigurable antenna system comprising proprietary hardware and software.

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## Echolight

EchoLight is a start-up company specialized in the development and marketing of innovative and user friendly medical devices focused in Osteoporosis and musculoskeletal related bone/joint diseases diagnosis.

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## Ergo2000

The Piezo Mobile Phone solution allows mobile users to create free electric energy by simply using the cellular phone itself. This allow you to have a clean and nearly inexhaustible energy source.

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## Fluidmesh Networks

Fluidmesh Networks develops innovative wireless products for security, video-surveillance and other critical applications. Fluidmesh products are innovative wireless devices designed to transmit videostreams and other critical data from remote cameras or other sensing devices to the control room.

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# START-UPS



## GetConnected

Postino is a mobile and social network service that lets you send ecards and physical postcards using your own photo from your mobile or your preferred social network.

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## Kael

Adhome platform is a supply-demand matching web application that aims to aggregate and consolidate existing inefficient supply-demand of leaflet deliveries into a scalable platform.

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## MoVoLo

MoVoLo is an on-line travel search and booking solution. MoVoLo uses a proprietary set of databases to search several millions of flight combinations worldwide in order to find the most cheapest and convenient route among the hundreds available in the range of dates indicated.

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## Pervactive

The company develops Pervasive Massive Multiplayer Online Role-Playing Games, a new genre of videogames, which grant a unique gaming experience with high emotional involvement, thanks to a cross-platform approach (PC, mobile phone, iTV, etc.) advanced proactive AI characters, ARG gameplay and location-based services.

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# START-UPS



## Prossima Isola

WhereIsNow™ is the solution to reach the latest available version of any catalog, regulation, or maybe somebody's personal contacts, without wasting time searching the web or asking around.

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## TargetBet

Targetbet is a website to provide useful information to online sport-bet players all over the world. Their aim is to help betters to improve their chances to place winning bets.

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## Thounds

Thounds enable anyone to edit a rhythm or a voice by his personal computer and mobile, allowing a collaborational composition by the friends network, creating the first social band.

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## TripShake

TripShake is a social marketplace for travel, where travel experts and professional can provide users with useful, trustable information and personalized offers and services.

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# START-UPS



## VRmedia

VRmedia operates in Virtual Reality and Augmented Reality industry, developing innovative hardware and software solutions for business and research purposes.

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## WiTech

The company has gained quickly a foothold in the NGN/NGS scenario focusing on 4G technologies. WiTech develops a family of powerful and unique business case analysis tools; as well as innovative, BPM-enabled OSS/BSS solutions.

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# SPEAKERS BIOS



## Emil Abirascid

Emil Abirascid, journalist, is chief editor of Innov'azione, bi-monthly magazine fully dedicated to the Italian innovation ecosystem. He is the author of "Imprese e start up - insieme per innovare", the social network where start ups, investors, enterprises, universities, incubators and scientific parks can exchange experiences, resources, projects and do business together. Emil is also the author of Percorsi dell'innovazione, the area fully dedicated to innovative start ups within Smau, the main Italian trade show on technology. He writes about innovation and innovative start ups on Nova - Il Sole 24 Ore, Wired Italia and Intesa Sanpaolo Eurodesk blog. Emil also participates on regular basis at events, conferences, conventions about innovation nationwide.



## Paolo Barberis

Paolo Barberis is the Founder and Chairman of Dada, a leading international provider of web and mobile community & entertainment services. In 1999 Barberis founded superEva ([www.superEva.it](http://www.superEva.it)), a portal which brought together a large community and offered a wide range of entertainment services. He was also involved in the creation of the main Italian Internet Associations: in 1998 he became a founding member of the Italian section of IAB (Internet Advertising Bureau) and in 1999 he founded the Italian chapter of ISOC (Internet Society). Barberis brought Dada into the 21st century by transforming it into an international Group present in more than 40 countries. Dada is currently a leader in two areas: Dada.net (increasingly musicfocused community & entertainment services) and DadaPro (professional solutions for an online presence & advertising on the net and via mobile).



## Jacopo Barigazzi

Born in Milano in 1970, he graduated with honors in Epistemology and in Economic Journalism from City of London University. After an internship at the Financial Times, he worked for Cnbc Europe.

Back in Italy, he joined Reuters, for whom he followed the Parmalat case. In the last five years, he's been writing for Newsweek and for the agency Adnkronos where he covers economics.

# SPEAKERS BIOS



## Roberto Bonzio

Roberto Bonzio 53, journalist, born in Mestre Venice, graduated in Arts from Università' Ca' Foscari in Venice. He had been a reporter for years at Il Gazzettino and Il Giorno newspapers, before joining Reuters in Milan in 2001, where he covers mainly Cinema and Arts, Hi Tech, Innovations and Internet. He is now working on a personal multimedia project ([www.italianidifrontiera.com](http://www.italianidifrontiera.com)), focusing on entrepreneurial spirit of Italian expats in USA. Yesterday, in the West. Today, in Silicon Valley, where he recently collected dozens of audio and video interviews. For it, he worked out his own plan: get a hard-to-get US Visa, move to Palo Alto, California, for a six month leave of absence period with wife and two teenager children. Surviving, coming back happy and safe. Just with a small adrenaline overdose.



## Giampio Bracchi

Giampio Bracchi is currently full professor of Information Systems at Politecnico di Milano, where he has also been serving as Deputy Rector and chairman of the Technology Transfer Unit from 1990 to 2002. Since 2003 he is chairman of the Politecnico Foundation.

His professional interests are in the fields of innovation in industry and finance and technology transfer. On these topics he has published books and articles widely, lectured in many countries, conducted research projects in the university environment, been engaged in strategic and management consultancy for large companies, and served as chairman of committees in many private and governmental organisations.

He is currently chairman of Banca Intesa Private Banking S.p.A., AIFI, RDB S.p.A., and Milano Serravalle-Milano Tangenziali S.p.A. He is also member of the advisory committee of Borsa Italiana S.p.A.

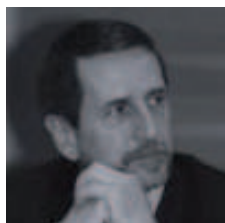


## Fabio Cannavale

Graduated in engineering from "Politecnico" in Milano and obtained a master degree in Business and Administration (MBA) from INSEAD. Consultant at ATKearney and then at McKinsey & Company. Travelled with his wife from Italy to the Caribbean by boat, Fabio developed the idea of "The Floating Village", his first company. His passion towards a new approach to travelling and the great potential of the Internet led Fabio to become the founder and president of eDreams.it, and, subsequently, to create a search engine for low cost flights, launched in Italy as Volagratis.it, which went on to become the Bravofly Group.

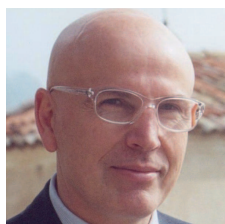
Member and director of Cavotec MSL, a global leader in supplying innovative power supply solutions, as well as Nordwall SpA, a leading company in the design and manufacturing of mobile partitions in offices. Fabio takes part as an active investor in other various initiatives, including: Jakala.com, Italian leader of service promotions for businesses; Net Partners, a venture capital company focused on the internet; and Oliodivino.com, an agricultural and agro-tourism company in the Marches.

# SPEAKERS BIOS



## Germano Carganico

Germano Carganico has been appointed General Manager of Toscana Life Sciences Foundation in September 2005. Graduated in Chemistry in 1977, G. Carganico has almost 30 years of experience in the pharmaceutical industry. After ten years spent in medicinal chemistry, he held several managing positions in R&D, first with Farmitalia C. Erba and later with Menarini Group, where he became Director of Corporate R&D, including responsibility for Global Regulatory Affairs. In his career G. Carganico successfully accomplished the development and worldwide registration of several new chemical entities and has been founding partner of Pharma Quality Europe (PQE) and Regulatory Pharma Net (RPN), two leading consultancy companies in the pharmaceutical field. More recently, he served as Chief Business Officer at Axxam, a biotech company located in Milan.



## Massimo Colombari

Massimo Colombari is President of VEGAPARK.it - Venice from 2006. Previously he was founder and president of Permasteelisa.com group (1974-2002) and president and managing director of Sviluppo Italia Veneto (2003-2006). He was professor at Politecnico Leonardo in Milan and in the Board of Harvard, GDS, MA (USA). He bought and restored Castelbrando. His greatest passion has always been 360° innovation applied to companies. Since he was 23 he has founded, restored and managed companies, without any dismissals, always making profits and bringing them back in profit.



## Roberto Crea

Dr. Crea has over 30 years of experience in the biotechnology field as a scientist, investor and entrepreneur. As one of the scientific co-founders of Genentech, headed the DNA chemistry department that enabled Genentech to commercialize its first biotechnology products. He is also founder of Creative Bio Molecules, CreaGen, CreAgri, Bioren and ProtElix. Currently he is President and CEO of ProtElix and CreAgri.

Roberto Crea received his Ph.D. in Biological Chemistry from University of Pavia, Italy. He was also an Associate Professor of DNA Chemical Synthesis at Leiden University in the Netherlands prior to moving to the US in 1977. Roberto Crea is the author of more than 25 international patents and has co-authored more than 50 scientific articles. He was also the recipient of the Rumbaugh Award for Scientific Contribution given by the Juvenile Diabetes Foundation for America.

# SPEAKERS BIOS



## Matteo Daste

Matteo Daste is a shareholder in the Business Practices and Bank and Finance Practice Groups in San Francisco. His practice focuses on corporate finance and securities transactions. He has counseled a number of entities and institutions, both private and public, in capital-raising transactions and reorganizations. He has assisted clients in structuring, negotiating and conducting private placements of equity, debt and hybrid securities as well as corporate governance, corporate structure and operational matters. He has also represented issuers in both registered and exempt public offerings, and exchange listings. Most recently, he has been involved in structuring bridge- and equity-financing deals as well as representing financial institutions in TARP-related transactions. Matteo is a founding member of BAIA (Business Association Italy America), and sits on the Boards of Directors of several technology startups and nonprofit organizations. He has lectured in a variety of forums, including universities, trade associations and the Italian Parliament.



## Ferruccio de Bortoli

Ferruccio de Bortoli is a journalist since 1975. In 1979 he begins working at "Corriere della Sera" as a Reporter at first, and as an Economics Editor later. He worked as Editor in Chief for the magazine "Europeo" and for the newspaper "Il Sole 24ORE". In April 1987, works as Editor in Chief and as Commentator for the Economics section of "Corriere della Sera". In 2005 he is designated as Editor of "Il Sole 24ORE" and Publishing Director of "Il Sole 24ORE Publishing Group". Since 2009 he is the Editor of "Corriere della Sera" and Vice - Chairman of "Rizzoli Corriere della Sera Foundation". At the present time, he is President of "Memoriale della Shoah Foundation" and of the "Vozza Foundation". He is a member of the Board of Directors of several Foundations. He is a member of the "Aspen Institute Italia" and he presides over the jury of the "Estense Award". He won several journalistic awards.



## Riccardo Donadon

Riccardo Donadon, after he got a psychology degree course, launched the first Italian virtual mall Mall Italy Lab. September 1998 marked a turning point: Riccardo Donadon founded E-TREE that, in just a few months, became a model throughout Italy for its way of working, its informal outlook, its rapid growth, its business method and the undoubted skill in the solutions created. In 2001, when the company employed 160 people, it was sold to Etnoteam group. In 2003 Donadon left E-TREE and spent almost a year looking after his garden, relaxing and pondering new ideas and initiatives. In January 2005 Donadon founded H-FARM, the first private Italian incubator, with the aim of transforming innovative ideas into successful startups. H-Farm is located in the countryside of Ca' Tron, near Treviso. In May 2008 a branch in Seattle was established. H-farm already boasts an operational office in Mumbai, India, which will soon become the third epicentre for business.

# SPEAKERS BIOS



## Alessandro Fracassi

Graduated in 1994 in Ingegneria Gestionale from Politecnico di Milano, and MBA (1998) from MIT SLoan School of Management (Cambridge, Massachusetts). He joined Booz Allen & Hamilton Italia Ltd, as a consultant where he worked on strategy and operations for the aeronautic industry. He moved to the Chicago office of Booz Allen & Hamilton Inc., specializing in financial operations. Back in Italy in 2000, he co-founded the Gruppo MutuiOnline, where he is the CEO. Alessandro is a member of the MIT SLoan School of Management Dean's Advisory Board.



## Maria Latella

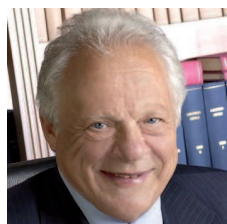
It was 1980 when Maria Latella began her journalistic career after being offered a fellowship by the Federazione della Stampa (Press Federation). In the following ten years, she was at the daily newspaper the Secolo XIX as reporter from the court and correspondent. In the 80s she was invited by the U.S. Government to join the U.S. Visitor program. She was also an intern at NBC Television in New York and worked from Italy for Time and NBC Television. From 1990 until December 2005 she was at the Corriere della Sera as special correspondent for the Italian politics. In the 90s, she hosted the programs Dalle 20 alle 20 and Salomé on the national broadcast channel Rai Tre. She is also the author of three books, two on Italian politics: Regimental, and Come si conquista un paese. I sei mesi in cui Berlusconi ha cambiato l'Italia (Rizzoli Editore) and another one entitled Tendenza Veronica, which is a biography on Mrs Veronica Berlusconi, recently published in a new updated edition. Maria Latella is the Editor-in-Chief of the weekly magazine A and the anchorwoman of a weekly program on SKY TG24, the News Corporation branch in Italy.



## Massimiliano Magrini

After having spent 10 years in Media companies such as Publitalia (Mediaset Group), Rusconi Editore and il Sole 24Ore as business development and special initiatives manager, in 2000 he joins Spray Network and later Altavista. In 2002 he launches the Google Italian operations, becoming responsible also for Spain and Portugal in 2007. In September 2009 he leaves Google to fund Annapurna Ventures. He is a board member of Touring Club Italiano and of the American Chambers of Commerce.

# SPEAKERS BIOS



**Piergaetano Marchetti**

Piergaetano Marchetti, graduated in law from Milan's State University in 1962, is full professor in commercial law at Milan's Bocconi University where he is currently the Commercial Law department chair, pro-rector for academic governance and chairman of CREDI (European Researches Centre for Law and Enterprise History "Ariberto Mignoli"). Piergaetano Marchetti is the author of several publications and essays on publishing companies and concentrations in the printing business. He was part of the Commission that prepared the new framework Statute regulating joint stock companies listed on the stock exchange and the financial markets. Professor Marchetti was part of the Consulting and Guarantee Committee for privatisations that was instituted by the Ciampi Government in 1993. He is Chairman of the Board of Directors of RCS Quotidiani, the company that publishes Corriere della Sera, of RCS MediaGroup and of the Corriere della Sera Foundation.



**Giacomo Marini**

Giacomo Marini is the Founder and Managing Director of Noventi Ventures. He also serves as Chairman of Marini Investments, TES Automation and Cosmo Industrie and on the Board of PCTEL. Prior to Noventi Giacomo was a private venture investor. He also served as interim CEO of FutureTel, a digital video products company and as President and CEO of Common Ground Software (formerly No Hands Software), an electronic publishing software company. Previously, Giacomo co-founded Logitech. He was with the company for over a decade as a Director and member of the management team launching Logitech and driving it to become a world leader in computer peripherals. He served most recently as Executive Vice President, COO. Earlier, he was Executive Vice President, Engineering and Operations; and Vice President of Engineering. Prior to Logitech, Giacomo was with IBM and Olivetti, where he was involved in the development of early relational database management systems.



**Marco Marinucci**

Marco Marinucci is the founder and executive director of the Mind the Bridge foundation. In his daily job, he is responsible for Google's content partnerships activities in several countries. Marco's 15+ years professional experience spans from a VoIP start up, to artificial intelligence research, to management of an international Ecommerce business. Prior to Google, he was the US general manager of Giunti Interactive Labs, the new media branch of one of the oldest publisher in the world, Giunti Editore. With a real international focus, he lived in Spain, France and Italy before he settled down in California. He lives in San Francisco with his wife and daughters. Marco holds a master in Engineering with specialization in Artificial Intelligence from the Università di Genova (Italy) and an MBA from Instituto de Empresa Business School, Madrid (Spain) where he's also a lecturer on Entrepreneurship.

# SPEAKERS BIOS



Randy Mitchell

Randy Mitchell joined the International Trade Administration of the United States Department of Commerce in June 2001, from the private sector where he had a history of entrepreneurial development in Russia, Japan, and the United States. From 1997-2001 he was founder of a start-up e-commerce company exporting U.S. consumer goods to the Japanese. Along with his team he raised \$3.5 million in venture capital financing and built strategic partnerships with some of the largest companies in Japan and the United States. Randy resided in Russia from 1992 through 1996, where he built distribution networks in Moscow and St. Petersburg for U.S. and Scandinavian food and beverage brands. Randy is currently the U.S. government official responsible for private equity/venture capital and is the United States Representative to the OECD for Entrepreneurship where he actively works to export entrepreneurship. He is an alumnus of the 2005 Venture Capital Institute and currently represents the International Trade Administration on the Board of Advisors to the Latin American Venture Capital Association (LAVCA).



Salvatore Mizzi

Since April 2007 Head of Digital Service Innovation in Telecom Italy SpA in the General Fixed Services Department. From May 2008 Head of ISD Top Clients / ICT Services in Telecom. He was Creative Vice-Director in Armando Testa SpA and Chief Creative Director at Young & Rubicam Italy. In 2000 he founded My-TV SpA, the first Italian internet TV. He is Columnist in Novà/Il Sole 24 Ore. He is also member of the Scientific and Technical Committee of ICT Beltel Observatory and member of the Scientific Committee of "Next, Strumenti per l'Innovazione".



Alberto Onetti

Alberto Onetti, Ph.D., is Professor of business administration and innovation management at the Department of Economics of the Insubria University (Varese). He is Head of the CrESIT Research Centre since its inception. He acts as Pro-Rector for innovation and academic high-tech spin-offs. Since 2006 he is Visiting Professor at San Francisco State University.

He is Board Member of Mind the Bridge Foundation and Chair of Mind the Bridge Italy. Along the years, Alberto Onetti has developed in-depth expertise in the areas of corporate strategy and corporate finance. He acts as consultant for leading banking groups and for Italian and multinational companies and sits on the board of several private companies. Professor Alberto Onetti is author of an extensive list of conference contributions, books and articles. Nowadays, his research interests regard life science industry and business models for high tech and global companies.

# SPEAKERS BIOS



## Carol Z. Perez

Carol Z. Perez assumed her duties as Consul General at the U.S. Consulate General Milan in May 2009. Previously, Ms. Perez was the Executive Director and Deputy Executive Secretary in the Executive Secretariat supporting Secretaries Powell and Rice from 2003 to 2009.

Ms. Perez is a career member of the Senior Foreign Service, class of Minister-Counselor. She began her career with the Department in September 1987, serving in Barcelona, Spain, as Consul General from 2001 to 2003, as well as at the U.S. Embassies in Rome and Madrid. She has also served in a variety of Washington assignments, including as Deputy Executive Secretary under Secretary Albright, Director of the Executive Secretariat Staff office and as Special Assistant to the Under Secretary for Management.



## Marco Pratellesi

Marco Pratellesi is online editor at the Corriere della Sera, where he is in charge of the Milan-based daily's web site. He teaches Theory and Practice of New Media at the Universities of Siena and Milano. He has worked at Il Ponte, Paese Sera newspaper, La Nazione newspaper, and La Voce, the daily founded and edited by Indro Montanelli. In 1997, he won the Reporter of the Year award for Phoney Money. Marco Pratellesi is the author of *New Journalism. Teorie e tecniche del giornalismo multimediale*. He has also coauthored a book on the Mafia killings of 1993.



## Elisabeth Robinson

Elisabeth Robinson is a co-founder of NicOx, a leading French/Italian biotech company, created in 1996, specialised in nitric oxide-donating drugs. Robinson served as a venture consultant for Sofinnova Partners, Paris France from 2005-2008, and for Biocatalyst International from 2005-2007. She is member of the Fulbright Commission in Italy, Chairman of the Board of Layline Genomics and a founding Board member and shareholder of Relivia Srl, an Italian Company specialized in dermatology. She has served as Director at Recordati Italy, Consultant at Techint Engineering Company, Vice President at Genzyme. She was Visiting Scientist at MIT where she received her Ph.D. in biotechnology. Elisabeth is also a member of the Italian Business Angels and the First Generation group in Italy.

# SPEAKERS BIOS



**Claudio Scajola**

Graduated in Law at the University of Genoa, he was member of Parliament for the last four legislatures. In 2008 he was appointed Minister for the Economic Development in the 4th Berlusconi government. Earlier he was President of the Parliamentary Committee for the Intelligence and Security Services and for State Secret Control. In the third Berlusconi government he was Minister of Productive Activities. In the second Berlusconi government he was initially Minister of Internal Affairs and then Minister for the Implementation of the Government Programs.



**Beppe Severgnini**

Beppe obtained his degree in international law at Pavia. After a training period at the European Community in Brussels, he was London correspondent for Indro Montanelli's "il Giornale", subsequently becoming special correspondent in Eastern Europe, Russia and China. He was seconded to "The Economist" in London and then served as Washington correspondent for "la Voce". He has been writing for the "Corriere della Sera" since 1995 where he moderates the online forum "Italians". He was a contributor and a correspondent for "The Economist" and in Brussels he was voted "European Journalist of the Year 2004". Since 2007, his journalism has been distributed by the New York Times Syndicate.



**Giorgio Valerio**

Giorgio Valerio is Managing Director for RCS Quotidiani S.p.A, where he is responsible for managing the business unit which operates in newspapers and digital media areas.

During the years, Valerio covered several positions within RCS Mediagroup, such as business development, planning and control director and, for more than 2 years, CEO of Unidad Editorial, the Spanish subsidiary Company. Earlier he also worked for Mediobanca, HdP (Investment holding Co.) and Schroder Securities Ltd (both in London and Paris).



**Alberto Sangiovanni Vincentelli**

Alberto Sangiovanni Vincentelli holds the Edgar L. and Harold H. Buttner Chair of Electrical Engineering and Computer Sciences at the University of California at Berkeley where he has been on the Faculty since 1976. He was a co-founder of Cadence and Synopsys, the two leading companies in the area of Electronic Design Automation. He is a member of the Board of Directors of Cadence, UPEK, Sonics, and Accent. He was a member of the HP Strategic Technology Advisory Board, and is a member of the Science and Technology Advisory Board of General Motors and of the Scientific Council of the Tronchetti Provera foundation and Snaidero Foundation. He consulted for many multinational companies. He was an advisor to the Singapore Government for microelectronics and new ventures. He is a member of the Advisory Board of Walden International, Sofinnova and Innogest Venture Capital funds and a member of the Investment Committee of Atlante Ventures, a novel fund launched by Banca Intesa Sanpaolo. Alberto has been a Fellow of the IEEE since 1982 and a Member of the National Academy of Engineering, the highest honor bestowed upon a US engineer, since 1998.

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