

CURRICULUM VITAE



PERSONAL INFORMATION



EDOARDO COLOMBO
Date of birth JANUARY 16TH 1966
NATIONALITY ITALIAN

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EDOARDO.COLOMBO@WETHEITALIANS.COM

WORK EXPERIENCE

Freelance consultant has operated, and operates, for government institutions, public administrations and in the private sector on innovation and digital technologies, with a specific focus on tourism and e-government.

He has gained multiple experience in managing international institutional relations and coordinating corporate marketing projects.

Author of the book "Turismo Mega Trend" Ed.Hoepli 2020
www.amazon.com/author/edocolombo

From December 2018 to today

[SIA SpA](#)

Advisor for the development of projects for the Central and Local Public Administration, in the tourism industry and in the field of payment technologies and recognition of digital identity of tourists, experimenting blockchain technologies and smart contracts to create a B2B solution for travel experiences

From March 2019 to today

[ANCI Associazione Città dei Motori - Cities of Motors](#)

Advisor to Board of Directors for the the strategic plan for the development of the motor tourism product

[Buy Tourism Online Event](#)

Member of the Scientific Committee of the BTO Event in Florence now in its 12th edition

From 2014 to today

[We The Italians](#)

Company that produces the wetheitalians.com portal with information and contents about Italy , aimed at the Italian-American community, to attract original tourism and accompany Italian companies on the US market.

From 2014 to January 2018

[Poste Italiane Group](#)

Advisor to CEO of Poste Italiane, the leading operator in the postal, financial and payment services, dedicated to the development and design of innovation solutions in travel especially for city cards, micropayments, financing, insurance

2015

**[Ministry of Cultural Heritage Activities and Tourism](#)
Tourism Digital Laboratory**

With Ministerial Decree of May 9, 2014, he was appointed by the Minister Dario Franceschini as the expert to represent the Minister in the field of tourism and digital innovation of TDLab

2013

EXPO 2015

Consultant for the implementation of guidelines on interoperability and standardization of data in the field tourism, to be developed with the Digital Tourism Laboratory

From 2008 to 2013

**Presidency of the Council of Ministers
Digital Agenda Task Force**

Member of the Digital Agenda Task Force supporting the italian commissioner, Francesco Caio european digital champion, coordinating the digital tourism project with World Expo Milano 2015 and Enit, the italian government national tourism board.

From 2009 to 2013

**Presidency of the Council of Ministers
Agency for the Promotion of Technologies for Innovation**

The Italian governmental national Innovation Agency was established with the goal of enhancing the small and medium size enterprises, and industrial districts competitive potential by means of innovative technologies and processes.

The Agency has stipulated agreements with China government for the implementation and coordination of three centers CITTC that cover the topics

> technology transfer (Italy-China Centre for Technology Transfer)

- > design and Italy-China Innovation Center for Design and Innovation
- > e-Government Centre Italy-China on e-Government

From 2008 to 2011

**Presidency of the Council of Ministers
Department for Development and Competitiveness of Tourism
Ministry of Regional Affairs and Tourism**

He was Councilor for Innovation in Tourism of Ministers Michela Vittoria Brambilla and Piero Gnudi.

He was appointed Coordinator of the Tourism Innovation Committee of the Ministry which produced the "2015 Tourism Innovation" plan presented to the the National Tourism Conference of Villa Erba 2010. Promuovitalia Consultant for digital communications and social media, he was appointed by Minister Gnudi coordinator of the national tourism portal.

He participated in the preparation of the Strategic Plan for tourism in Italy

MINISTRY OF EDUCATION UNIVERSITY AND RESEARCH - ROME

Technical scientific expert for the evaluation of Smart City PON Research and Competitiveness calls, he was the coordinator of the Social Innovation projects in Tourism and Culture. The three DiCet projects are currently coordinated with Axis II (Lead partner Engineering with the Puglia Region) InMoto (leader Aci informatica with the Calabria Region) Orchestra (head of IBM with the Campania Region)

SHANGHAI EXPO 2010 - ROME

Member of the Board of Directors with responsibility for communication and for the project "Italia degli Innovatori to promote the internationalization of companies on the occasion of Expo2010 in Shanghai.

Project sponsored by Minister Renato Brunetta and the Government Commissioner for the 2010 Shanghai Beniamino Quintieri Expo, for the selection of innovative companies and entrepreneurs to be exhibited in the Italian pavilion at the World Expo in Shanghai.

From 1999 to 2012

INFOMOB SRL - MILAN

Shareholder, Director and business development of Infomob, a company of innovation technological designs and hardware and software applications for info-mobility and mobile learning.

Specialized in geo mapping mobile systems, an experience that now applies with particular with respect to the tourism sector which is increasingly attentive to applications for smart phones.

Has developed digital communication applications creating cross media project for social networks and political participation.

Has managed communities in collaboration with public administrations, political party and no profit associations working personally for Silvio Berlusconi

From 2006 to 2008

Sino-Italy Research Center on Exhibition and Convention Industry

Jiao Tong University - Antai Business School

He contributed to found, and was named vice president of the Sino-Italy Research Center on Exhibition and Convention Industry in Shanghai, a center established for the training of the management of the **Expo2010** in collaboration with Fiera Milano, the Jiao Tong University - Antai Business School and the MIP Business school of the Polytechnic of Milan

from 1999 to 2008

CENTRO CONGRESSI VILLA ERBA SPA - CERNOBBIO

He chaired the Fair Trade Foundation Villa Erba. Board of Director of Villa Erba Spa, conference and exhibition center, company whose main shareholder is the Fondazione Fiera Milano.

Member of the Technological Innovation Committee of AEFI the Association of Italian trade fair organizers. In the tourism sector has designed the exhibition on Touristech new technologies for tourism. He has worked with the candidate city committee for the Milan Expo 2015 taking care of organizing the visit of the 140 BIE delegates in February 2008.

Ministry of Foreign Affairs - Structure for the Italian Presidency of European Union 2003

He was appointed by Minister Lucio Stanca in the Mission unit of the Ministry of Foreign Affairs, on the occasion of the EU Presidency semester in 2003. He contributed to the organization of the e-government conference which saw the participation of the President of the Berlusconi Council, Minister Stanca and all the European Innovation Ministers.

2003

MINISTRY OF COMMUNICATIONS - ROME

Participated in the organization of the European conference on digital terrestrial TV with Undersecretary Innocenzi, Ministry of Communications, ISIMM and Fondazione Bordoni.

OTHER ACTIVITIES

Member of the Board of Directors of the Copernicani Association
Member of the Parole O_Stili Association of which he is a member of the Academy to spread awareness of the responsible use of the Network of the Italian Social Culture
Association and Member of the Italian Digital Revolution Association of which he is Head of Tourism

He was Vice President of Artis Edizioni Digital, a digital, web and television production company.

In the past he founded the eur & ca company for technical assistance to the Public Administration and the development of territorial marketing projects and attraction of foreign investments.

He was a member of the Executive Committee of COMOCUORE Como Association for the fight against heart failure.

EDUCATION AND TRAINING

High school diploma in science high school
Gallio College of the Somaschi Fathers of Como
He attended the Milan Polytechnic Faculty of Civil Engineering
producing a thesis on the new university campus in Como.

COMPLEMENTARY FORMATIONS

Currently he is Senior Advisor of the Digital Innovation Observatory in Tourism of the Polytechnic of Milan

He has participated as a lecturer at the University of Bologna Rimini.
He was a contract professor of "Strategic analysis of tourist plans" at the Humanitas University Consortium founded by LUMSA University and the Fortune Consortium
He was a member of the Advisory Board of the Master in Hospitality Management of the Luiss Business School where he lectured on the digital economy in tourism.
He participated as a lecturer in the Web Marketing course for tourism companies Luiss Business School
He participated as a lecturer in the course of Communication and Digital Marketing of Iulm
He participated as a lecturer in the Innovation in Hospitality Management course Communication and promotion module at the CUOA Foundation
The Politecnico di Milano Business School participated as a lecturer in the course for Chinese trade fair operators of the MIP, collaborating in the preparation of the volume on the Chinese trade fair market.
He has participated as a lecturer in the Course in Venue management Jing MU of the MIP Politecnico Milano for 30 managers of leading Chinese companies
He has participated as a lecturer in the SDA Bocconi trade fair course.
He has participated as a lecturer in the training course on the international fair markets of Jiao Tong University Shanghai.
He has participated as a lecturer at the Training event management for the management of Expo 2010 Shanghai dell'Antai Business School
has participated as a lecturer in the Master of Tourism management MIB Trieste

Conferences

[Italy5G Global Meeting. Tourism and 5G](#)
<https://www.youtube.com/watch?v=dJhi5v38ytl>
[Ravenna Future Lesson](#)
[Look at the Future of Digital Tourism Terrace PD](#)
[ANCI City of Motors - Motor tourism % Dallara](#)
[Cycle of meetings for the digital agenda:](#)
[ISIMM Intergroup Innovation Chamber of Deputies](#)
[Ascom Cervia The great digital tourism players](#)
[Abruzzo bets on active tourism](#)
[Speaker at event Reggio Calabria Smart DMO](#)

Speaker

Event organized by Ministry of Foreign Affairs - Directorate General for Development Cooperation Workshop "Enhancing biodiversity, concrete interventions of cooperation "

[Speaker at Forum PA](#)

[Speaker at the Associazione Civita Digital Tourism: an engine for the growth of the country](#)

[Speaker at Olbia event](#)

[Speaker at event SocialCom](#)

[Speaker at ISCOMER event](#)

[Speaker at event BTO Firenze](#)

[Speaker at Associazione Civita What future for tourism in Italy?](#)

[Speaker at the ITS Foundation Tourism and Wellness](#)

[Speaker at Accademia dell'Ospitalità T. Medri](#)

[Speaker at event Digitour Città dei Motori ANCI](#)

[Speaker at event Making Turismo Rome](#)

[Speaker at the States General of Tourism Region Abruzzo](#)

[Speaker at the convention Region Puglia Tourism and digital: new professions or new skills?](#)

[Speaker at the Digitour Telese event](#)

[Speaker at Join Maremma Online](#)

[Speaker at Invitalia event - BIT Milan](#)

[Speaker Formez event on the occasion of the visit by Chinese Vice Minister of Tourism](#)

[Speaker Tourist and citizen. Designing the smart city from a tourism perspective](#)

[Speaker at the event Digitaltrend Planetitalia](#)

[**Speaker at the MIUR conference - Pon Rec Social Innovation Day**](#)

[Speaker at the conference Invitalia Tecnopolo l'Aquila](#)

[Speaker at the conference Food Meets Digital Novara](#)

[Speaker at the XVII Tourism Days in Milan 22/23 October 2018](#)

[Event speaker 70 years ASCOM Ferrara](#)

[Speaker in the States General Tourism Region Abruzzo Teramo](#)

[Speaker event Liguria Region Masterclass Foodtourism](#)

[Speaker Matera event the value of Stars](#)

[Speaker to the Senate - Federturismo](#)

[TOURISM. WHICH STRATEGIES TO GROW](#)

[Presentation Portal Veneto Tourism by President Luca Zaia](#)

[Conference Italian Post and tourism](#)

[Chamber of Deputies - Room with Vista and Tourism 2.0](#)

[Chamber of Deputies event "Obama 1 month later: Internet victory? on. Antonio Palmieri Paolo Gentiloni. David Orban Antonio Sofi](#)

[Author of editorial for Corriere Communications](#)
[Author of editorials for AgendaDigitale.eu](#)
[author of editorials for Ants](#)
[Author of editorial Workshop Tourist](#)
[Nova/ 4 Key Agency Biz Special Tourism and Cybersecurity](#)

Blockchain

[Blockchain Now](#)
[eTourism . Bit2018, the possible uses of the blockchain in tourism.](#)
[Tourism Industry and Blockchain, as smart contracts will transform business models and intermediation.](#)
[Shaping Blockchain for Tourism](#)
[Blockchain and tourism, a marriage that can be made](#)
[Fintech and blockchain: the digital world that revolutionizes the world of tomorrow](#)

We the Italians

[Participation in the broadcast Italy for You RAI Italia](#)

Parole O_stili

[Speaker "From the words O-styles to the words ponte "Communication Lab of Gemona](#)
[Internet Festival Pisa Odio therefore I am](#)

Risk Management tourism

[The insurance, an experiential and innovative component of the fisic tourist journey](#)

Quotes in

[Articles on the Republic](#)
[Articles on the Sole 24 Ore](#)
[Articles on Nova Il Sole 24 hours](#)
[Articles on the Rest of the Pug](#)
[Articles on Il Tempo](#)
[Articles on Il Gazzettino](#)
[Articles on TheCenter](#)
[Interviewson The Province of Como](#)
[Interviews on Corriere di Como](#)
[Interviews on Ciao Como](#)
[Interviews on WebitMag](#)
[Interviews on Assodigitale](#)
[Honorary Consul of Italy and Friends](#)

video

[Digitour - Speech by Edoardo Colombo](#)
[Friuli FutureForum](#)

Words O' stili

IBT2013 - Edoardo Colombo: new scenarios for the official site tourism in Italy

Between Capri 2011 Innovation Agency

The web to hear the public opinion interview by Antonio Sofi

<https://www.youtube.com/watch?v=aPfx6HbvY9s>

<https://www.youtube.com/watch?v=vIrlBmBCgCQ>

MOTHER TONGUE	Italian
OTHER LANGUAGES	English, German
reading skills	Excellent, Poor
writing skills	Excellent, Poor

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