

# Giuseppe Accardo

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I bring a wealth of technical expertise practiced over numerous years, specializing in fostering robust collaboration among diverse stakeholders with a unified aim of delivering unparalleled value to clients. My proficiency spans across Artificial Intelligence, Data Science, AdTech, Enterprise-level solutions, Cloud technologies. Through proactive and entrepreneurial initiatives, I have cultivated enduring partnerships with various technology vendors within the AdTech sector. Thriving within dynamic, high-paced environments, I excel in orchestrating large-scale deliveries through the implementation of meticulously structured processes. Collaborating closely with Product Management teams, I contribute to the development of cutting-edge client-centric solutions. Additionally, I oversee client onboarding processes, accurately bridging the divide between pre and post-sales activities. Serving as a trusted subject matter expert, I function as the primary point of contact for escalations, ensuring seamless support for both internal and external client operations and stakeholders.

## WORK EXPERIENCE

**January 2025 – Current**

**Milan, Brussels, London**

**CEO, Founder – Innovia Labs**

- Leverage latest technological advancements in Artificial Intelligence to design client's innovation roadmaps.
- Lead initiatives that modernize and digitize traditional processes using AI, machine learning, deep learning and advanced analytics.
- Act as a Data Lifecycle specialist: Data identification, collection, transformation / modelling, representation (BI), integration and usage. Collaborate with data teams to optimize data governance, quality, and availability for AI initiatives.
- Bridge between technical and non-technical teams to ensure alignment on innovation goals.
- Set up internal or external labs to prototype and test cutting-edge ideas. Partner with academia, and tech companies to co-create solutions.

**September 2018 – December 2024**

**Milan IT**

**Sr. Business Development Director EMEA South @Adswizz – Pandora – Sirius XM**

- Engage with prospects and win new accounts in the south EMEA region (Italy, Spain, France, Portugal, Greece) so to grow and strengthen Adswizz's offerings in the Digital Audio monetization space, for both our demand and supply lines of businesses.
- Enable new clients to take full advantage of our end-to-end technology stack (DSP, SSP, Ad Server).
- Responsible for initial assistance with the day-to-day activities for the accounts across all our clients' ecosystem. Support on Campaign Activation, client onboarding, contracts negotiation and signing.
- Strategize with Supply and Demand clients on new business opportunities via the implementation of innovative out-of-the-box solutions or by leveraging their integration with 3<sup>rd</sup> party technology providers.
- Point of contact for all agencies and trading desks, in EMEA south, on all matters related to programmatic campaigns troubleshooting and optimization by leveraging our feature-rich DSP.
- Preparation of year-long strategies in the digital audio space
- Participate to industry-wide events as a speaker and expert, so to evangelize on Digital Audio. Responsible for setting up and lead quarterly business review with all our clients to measure business opportunities and agree on a common roadmap for long withstanding collaborations.

**September 2016 – 2018**

**New York NY**

**Sr. VP Client Partner and Sr. Programmatic Lead - Equip L'Oréal @GroupM - Wavemaker**

- CT AS A primary point of contact for L'Oréal executives' team for all matters related to budget allocation, technology scouting and data analysis.
- Programmatic Practice Lead with responsibilities on managing the brand's teams for setting up all programmatic campaigns, reports compilation and activities optimization for L'Oréal and all its sub brands (Garnier, Lancôme, L'Oréal Paris, Maybelline, LUX, Essie). Responsible for a budget of \$600 million/year for all L'Oréal's product lines and supervision of about 80 programmatic campaigns monthly.
- Accountable for all day-to-day activities related to the collaboration with our Technology Partners and providers (Salesforce DMP, Adobe TubeMogul, MOAT, Integral Ad Science, Innovid, etc.)
- Evaluate and strengthen business relationships with new Technology and Data vendors to enhance L'Oréal ROI and meet client's KPI. Deliver Tech Partners evaluation to the L'Oréal executive team for possible future adoption.

- Lead negotiation with Publishers on matters related to programmatic access of their premium inventory (PG, PMP, Header Bidding).
- Lead a team of 148 Programmatic SMEs to fulfill the brand needs and optimize processes across all the brand units.
- Deliver excellence in all client service activities, such as: quality control over all work produced, develop quarterly review for the L'Oréal executive team with a focus on insight and innovation.

#### **April 2016 – September 2021**

##### **Founder & CEO/CTO – Innoventually SRL (SOLD)**

**Milano Italy / Palo Alto California / New York NY**

- Develop high quality business strategies and plans ensuring their alignment with short-term and long-term objectives.
- Close key contractual agreement with 3<sup>rd</sup> party technology providers and clients.
- Define platform specification and overall technology roadmap.

#### **June 2015 – September 2016**

**Redwood City California**

##### **Director, Engagement Management @TURN Inc.**

- Manage a team of skilled Sr. Engagement Managers to ensure successful delivery across all the projects and initiatives within the Customer Success and Technology Services departments.
- Manage multiple concurrent projects and fulfill the role of unique point of contact for Project Communications and stakeholder relationship.
- Responsible for problem escalation and risks mitigations across all the accounts and ensure projects targets.
- Build strong working relationship with the Trading Desks ecosystem (Accuen, Cadreon, Amnet, Experian etc.) and lead all the initiatives tied to this line of business (\$10+ Millions / year revenue ex-tax).
- Work with the Engagement Managers to lay out a deployment roadmap for all the on-boarding activities.
- Coordinate Product Management team and Project Management Office activities to ensure successful delivery of new feature requests to fulfill clients' needs.
- Implement new processes and scale the team activities so to meet demand.
- People Management duties: Career planning; MBO screening; periodic 1:1; hiring, project resources allocation and tracking.

#### **January 2014 – June 2015**

**Redwood City California**

##### **Senior Manager, Engagement Management @TURN Inc.**

- Responsible for managing the pipelines of all the Clients/Brands on-boarding integration projects within the TURN platform globally (Direct TV, Stubhub, Kraft, GroupoABC, USAA, eBay etc.).
- Bridge pre-sales and post sales activities by managing and guiding the internal / external teams to successfully fulfill clients' contractual agreements.
- Collaborate with the regional sales team to set expectations and establish integration milestones with our clients.
- Coordinate and lead onsite / off-site workshops / webinars with selected clients so to facilitate discussion around the best way to leverage the TURN Cloud Marketing Platform.
- Coordinate all the activities with the worldwide teams so to improve and expedite onboarding processes and meet agreed deliverables.

#### **April 2013 – Dec 2013**

**Redwood City California**

##### **Manager, Partner Integration Solutions @TURN Inc.**

- Responsible for the prioritization and Management of all the integration projects between TURN Data Management Platform (DMP) Audience Suite, Demand Side Platform (DSP) Campaign Suite, and the Partners Ecosystem Platforms (DataLogix, Experian, At&t, Tubemogul, MediaMath, Google (DBM), TapAD, etc.). Integration pipelines include CRM, Behavioral, 1st/3rd party Data on-boarding, Audience Syndication, Media Provider integrations, Adserver / Ad Exchange integrations, Site Personalization, custom integrations.
- Lead and coordinate all activities across all internal teams (Account Management, Solution Architects, Product Specialist, Project Management Office, Product teams).
- Deep understanding of clients' business needs and translation into project plans, statement of work, document of understanding.
- Technical account manager. Responsible for contributing on Trading Desk upselling across all channels (\$20+ M YoY).

**2004 - 2013**

**San Mateo California**

***Pre-Sales Engineer, Technology Manager in innovative technologies at the IBM Innovation Center for Business Partners***

- Pre-sales Engineer and Technology Manager at the IBM Innovation Center for Business Partners in San Mateo (CA) for the implementation of the newest IBM Innovative Technologies.
- North American technical enablement lead and Solution Architect for PureSystem Application Server and PureSystem Flex Server, IBM Platform as a service / Infrastructure as a Service solution.
- North America technical lead and senior pre-sales engineer for SaaS, IaaS and PaaS IBM solution.
- Business Development Manager for IBM/Amazon Web Services (AWS) Cloud Computing partnership.
- North America Cloud Computing Center of Practice Lead, this role includes the coordination of the delivery of the education across the North America Innovation Centers to meet the yearly success metrics.
- Multiple years of experience in projects management and resource gathering across different Geos.

**2000 - 2004**

**San Jose California**

***I/T Specialist- Test Architect- Project Manager for IBM Global Service***

- Test Architect for Strategic Direct 1.0 end-to-end system integration testing – Database management.
- Project Manager / Team Leader for Campaign Designer V4 IBM Business Partner Profile e-Business application.

**EDUCATION**

**January 2024**

Post graduate Master in Machine Learning and AI @ United Business Institute Brussels and University of Middlesex University, London. Expected graduation Q2 2025.

Core studies in: Ethics, Sustainability and Responsibility applied to AI, Business Strategy, Python applied in Business, Data Visualization, Data science, Business Analytics, Artificial intelligence in Business, Database Management, Neural Networks and Deep Learning applied to Business.

**November 2023**

Accelerated class on TensorFlow and Pytorch with Python

**September 2023**

University of Harvard – Applications of Artificial intelligence with Python

**June 2023**

University of Harvard – Advance programming in Python

**May 2023**

Data Science and Machine learning bootcamp

**November 1998**

*Master in electronic engineering* at the University of Palermo (Italy) with experimental thesis in Artificial Intelligence and Robotics on Bayesian Networks. Course of studies in Computer science, Electronics and Microchip Design.

**August 1993** - *IBM Summer University Diploma* in C language programming at IBM, Novedrate Milan (Italy)

**September 1990** - *High School Diploma* at "Liceo Scientifico Stanislao Cannizzaro" in Palermo, (Italy).

**Certifications:**

IBM Certified Solution Advisor on Cloud Computing Architecture.

Adobe Marketing Cloud Specialist Certification

IBM Expert Project Manager

Harvard ManagerMentor – Decision Making

**Publications** - DeveloperWorks - Design a virtual system pattern - Key considerations for planning and designing your virtual system pattern:

<http://www.ibm.com/developerworks/cloud/library/cl-puresystem-vspdesign/index.html>

**SKILLS**

**Operating Systems:** Work experience with Linux RedHat / SUSE, AIX, Windows Server, Mac OSX

**Programming languages:** Python, C, C++, Java

**AI + Machine learning:** NumPy, Pandas, Matplotlib, Seaborn, Plotly, Dask, TensorFlow, Pytorch, Imagen (Gen AI)

**Business Intelligence:** MS PowerBI

**Virtualization Platforms / Cloud:** Extensive use of MS Azure, VMware ESX Server / VSphere, KVM, Amazon AWS.

**Ad-tech:** Demand Side Platforms, 3<sup>rd</sup> party data providers, Data Management Platform, Ad Exchanges, site personalization, Data onboarding, Audience Syndications.

**Database:** Experience with MySQL, extensive use of IBM DB2 (SQL).

**International Management skills:** People management, Project management, Global program management.