

# Giuliano Zorloni

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## Summary

Founder | CEO | Prokurist | Investor | Author

2021 - Founder and Co-CEO at Symphonie Prime ([www.symphonieprime.com](http://www.symphonieprime.com))

2021 - Founder and Prokurist at Hoverture Europe AG ([www.hoverture.com](http://www.hoverture.com))

2020 and 2016 I have been Managing Director for ICEG within Accenture. In this role, I focused on advising companies on sales and marketing digital transformation, new social and customer engagement, large-scale project implementation and organizational change.

2016 and 2010 I have been actively engaged as founder, partner and shareholder within New Energy Group. I have been also cofounder of Bit2win CPQ Gartner Magic Quadrant software vender, I worked to acquire Mind digital agency in Milan and Aborda in Madrid. New Energy Group has been acquired by Accenture in 2016. As angel investor I made minor investments within digital startups.

2010 and 2000, I served Siebel Systems and Oracle as Southern Europe first and Western Europe Communication Media and Utilities Consulting lead later.

Before, I have held various local and international leadership roles.

## PhD Electronic Engineer @Politecnico di Milano

## Design Thinking @INSEAD

2020 - Author of "Design Thinking in due ore"

2022 - Author of "Andare oltre le gerarchie"

Based between Rome, Milan and Munich, interested in entrepreneurship, lean organization, startup, share economy, crowdfunding, product design, arts, life hacks, golfing and sailing.

Engaged in groundbreaking, I learnt to use the word impossible with greatest caution...

## Experience



### Co-CEO & Founder

Symphonie Prime

2021 - Present (1 year 10 months +)



### Prokurist and Founder bei Hoverture Europe AG

Hoverture

2021 - Present (1 year 10 months +)



### Managing Director

Accenture Italia

Oct 2016 - 2020 (4 years 3 months)



### **Co Founder, Partner and Shareholder**

New Energy | Part of Accenture Technology

Jan 2011 - Sep 2016 (5 years 9 months)

[New Energy] Partner and Shareholder

[bit2win] Founder and Shareholder

[Mind Digital Agency] MD and Shareholder

[Aborda - Spain] Partner and Shareholder



### **Advisor and Angel Investor**

WABA Capital

Jan 2011 - Sep 2016 (5 years 9 months)



### **Communication and Media Experienced**

NTT DATA Italia

May 2010 - Dec 2010 (8 months)



### **[Oracle] Western Europe Communication Media and Utilities Senior Director**

Oracle

Oct 2000 - May 2010 (9 years 8 months)



### **[Siebel] Southern Europe Senior Manager**

Oracle

Oct 2000 - May 2006 (5 years 8 months)



### **Consulting Director**

Datapoint

1991 - 2000 (10 years)



### **Ufficiale - Marigenimil**

Marina Militare Italiana

Apr 1990 - Sep 1991 (1 year 6 months)

## **Education**



### **INSEAD**

Design Thinking and Creativity for Business

2020 - 2020



### **Politecnico di Milano**

Engineer's degree, Electronics Engineering

## Licenses & Certifications



**Design Thinking and Creativity for Business - INSEAD**

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## Skills

Entrepreneurship • Startup Development • Organizational Leadership • Organizational Effectiveness • Change Management • Digital Economy • Crowdfunding • Product Design • Blockchain