

Personal information

First name(s) / Surname(s) Pasquale Borriello
E-mail borriello@me.com
Nationality Italian
Date of birth 14/02/1983
Gender M

Work experience

I am the CEO of Arkage (Artattack Group), an Italian post-digital communication agency. I am the CEO of Acquisition Team, specialized in lead acquisition digital campaigns through innovative technologies. I have an experience as a board member and Chief Impact Officer for W-mind, a company focusing on the applications of AI to marketing and fundraising initiatives. I founded the startup Netnoc, specialized on content marketing and marketing technology. I love the new trends of digital marketing such as post-digital communication and marketing, artificial intelligence and marketing technology. I am in the Leadership Team of Italian CXPA Network, part of CXPA (Customer Experience Professional Association). I have a background in Philosophy, Logic and Mathematics, when at the University I co-authored a Math book for undergraduate students.

2023 – today • CEO Acquisition Team
2020 – today Italian CXPA Network Leadership Team
2017 – today • CEO @Arkage (Artattack Group)
2021 – 2022 • Board Member Acquisition Team
2020 – 2023 • Board Member W-mind
2015 – 2019 • Business Developer @netnoc (Artattack Group, joint venture with Giunti Editore)
2013 – 2017 • Account Director @ARTATTACK native adv (Artattack Group)
2008 – 2013 • Digital Strategist @ARTATTACK native adv (Artattack Group)
2007 – 2008 • Digital Strategist @xister
2003 – 2007 • IT Specialist @iTex

2021 – today • blogger @ Money.it
2017 – today • blogger @ Engage.it
2016 – today • Podcaster @ Il Bernoccolo

I am a regular a speaker at, conferences, workshops, master programs about digital marketing and communication:

W.Academy – B2B Masterclass in AI 2024
Federlegno Arredo – Introduzione all'AI Generativa 2024
SOIEL International - Contact Center Experience 2024
WMF - AI Festival 2024
Treccani Accademia - Master in Turismo / Beni Culturali 2024
W.academy - Executive Master AI for marketing 2023
BNL BNP Paribas - Who is the customer? 2023
Festa del Cinema di Roma / Fuori Festa - Panel su AI Cinema e Serie TV 2023
Eurohive - Evento AI+ESG 2023
SOIEL International - CX Day 2023
Consorzio Universitario Humanitas – Master in Digital Marketing 2023-2024
W.Academy - Executive Master in AI 2023
Carrefour Italia – Prompt Coffee 2023
W.Academy – Prompt Coffee 2023
EssilorLuxottica – Fail Coffee 2023
Treccani Accademia – Master in Economia e Management delle Imprese Culturali 2023
SOIEL International – CX Day 2022
Treccani Accademia – Master in Beni Culturali 2022
Customer Experience Professional Association - Customer Centricity Lab 2022
Roadshow IT Security for Digital Workspace – Citrix 2022
SOIEL International – Contact Center Conference 2022
Innovability – CX Now 2022
The Business Of Experience Conference – SOIEL International 2021
Diversity Opportunity – Creativity and Diversity Immersive Master 2021
Master and Skills – Service Design Academy 2021
Giunti Academy – Rome / online 2020-2021
Talent Garden – Rome 2019
Giunti Academy – Florence 2019
LUISS – Rome 2019
IED – Milan 2018
Università Federico II – Napoli 2018 (Digital Marketing, Content Marketing, Behavioural Advertising, Native Advertising)
Social Media Week – Rome 2015, 2016, 2018
Social Media Week – Milan 2018
La Sapienza Università di Roma 2014, 2015, 2016, 2017, 2018, 2019 (Digital Marketing, Content Marketing, Behavioural Advertising, Native Advertising)
ENADA Rimini 2013 (Apps and Mobile Marketing)
EnLabs 2013 (Social Media Marketing)
LUISS 2012 (Behavioural Marketing)
Web Analytics Strategies 2012 (Social TV)
Social Business Forum 2011 (Social TV)
Young Digital Lab 2010-2011 (Social Media Marketing)
IED 2010 (Personal Branding)
Industrial Design - La Sapienza Università di Roma 2008 (Interaction Design)

Education and training

Dates 2008-2009 Single Courses of Marketing, Marketing Research and Entrepreneurship
@ Rotman School of Management – University of Toronto – TORONTO, CANADA

2006-2009 Laurea Magistrale in Filosofia
Thesis: History of Mathematics
@ La Sapienza Università Di Roma, ROME, ITALY

2001-2005 Laurea Triennale in Lettere e Filosofia
Thesis: Theoretical Computer Science and Logic
@ Università degli Studi di Roma Tre – ROME, ITALY

Mother tongue(s) Italian

Other language(s)

Self-assessment

European level (*)

Language

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
EN	C2	EN	C2	EN	C2	EN	C1C2	EN	C2

(*) Common European Framework of Reference for Languages

Additional information

Innovation Manager at Ministero delle Imprese e del Made in Italy since 2019

Online Certifications:
Generative AI for Business Leaders by LinkedIn (2023)
Generative Artificial Intelligence by Google (2023)
Blue Ocean Strategy Practical Introduction (2020)
Sustainability – The Natural Step (2017)
Content Marketing by NinjaMarketing (2016)
Machine Learning by Coursera/Stanford (2016)

Annexes

Linkedin <http://www.linkedin.com/in/pasqualeborriello>