

# Frontiere Network Founding Companies

## Alan Advantage



Alan Advantage is a strategic consulting firm, very active in the world of innovative startups, both as a Business Angel and as a Startup Studio. It advises its clients in technological and business innovation processes. The main proposition is to enable clients to adopt new technologies, such as artificial intelligence, or next-gen tech, in their company, considering both the point of view

of organizational processes as well as the technical and technological perspectives. Alan Advantage's approach is based on the cultural foundations of the Re:Humanism program, which always places humans and society at the center of progress based on the adoption of technologies and new business models.

## GreenVulcano Technologies



GreenVulcano Technologies is a proudly "Made in Italy" systems integrator and technology producer. With over two decades of experience in systems integration, it has made research and development the lever to create and develop highly innovative technologies. It has thus realized over time, numerous technological assets underlying the technologies needed to support the digital transition

for example in the areas of Artificial Intelligence, Industrial Internet of Things, and Hyper Automation. With offices in Italy (Rome, Naples, Milan), the United States (Boston), and the United Kingdom (London), it employs more than 120 employees and research and development facilities that understand the specific needs of customers and provide a full spectrum of applications and services.

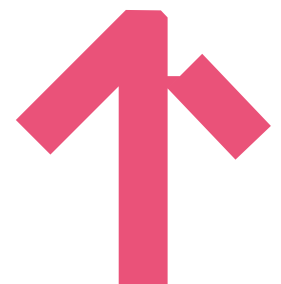
## Hueval



Hueval supports companies, especially innovative SMEs in the technology sector, in defining and implementing the most effective marketing strategies for promoting and communicating their business.

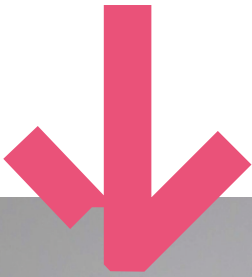
It takes care of all marketing-related processes for its clients, creating strategies, rethinking

communication flows, and enhancing its tools. Hueval's R&D team is currently engaged in the development of Animable: a video marketing platform that improves brands' advertising performance by automating the creation of video content and enables its distribution through dynamic campaigns.



# Alfredo Adamo

Founder and CEO - Frontiere

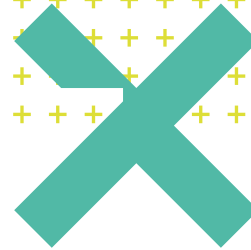
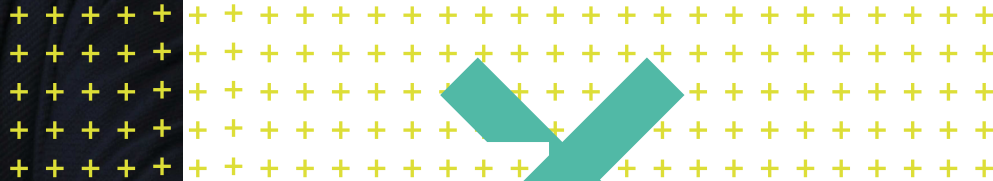


### Professional Highlights

- + Founder and CEO at Alan Advantage
- + Former CEO at I.T. Staff/Opera21
- + President at Argo3 (Ulixes Capital)
- + Board Member at KPI6
- + Former Technical Manager at Tecsiel S.p.a.

### Specific Expertise:

- + Innovation Management
- + Artificial Intelligence
- + Technology Scouting
- + Business Impact Analysis
- + Interaction Design and Gamification
- + Startup Scouting and Advisory



## Bio

Entrepreneur and manager with 34 years of experience in ICT and Innovation sectors. Expert in business processes, innovation management, technology scouting, business impact analysis, impact of Artificial Intelligence on business strategies, Internet of Things and smart living, R&D management, scientific research, and design. Founder of the company Alan Advantage and co-founder of the cultural program Re:Humanism.

He is currently a Startup Advisor and Business Angel Investor, personally supporting many startups. In recent months he has started a new venture called Frontiere, of which he is CEO, to bring innovations, indeed "frontier" innovations. Frontiere brings valuable innovations to medium and large companies as soon as certain technologies show their potential, taking into account the technologies' social, ethical, and environmental impact.



# Ciro Romano

Chief R&D Officer - Frontiere

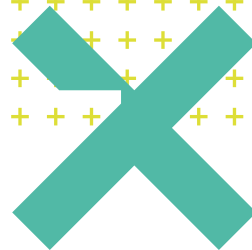
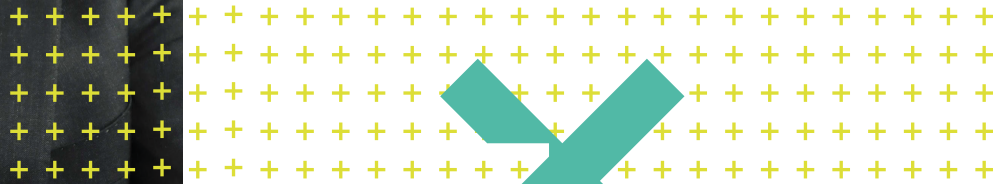


### Professional Highlights

- + Co-Founder and CEO at GreenVulcano Srl
- + Co-Founder and CEO at E@I Software Srl
- + Co-Founder at GreenVulcano Inc
- + CTO at Sensoworks

### Specific Expertise:

- + Business Innovation Management
- + IT Management
- + IT Governance
- + Innovative companies and technologies
- + Processes analysis and re-engineering
- + Research and Innovation Projects
- + Technology Scouting

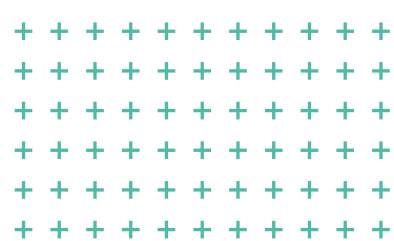


## Bio

He began his professional experience as early as his undergraduate years as a young electronic engineering student. In his early postgraduate years, he was a researcher at a research consortium in collaboration with the "Federico II" University of Naples in the field of robotics and industrial automation. He then became a project manager on large-scale projects for

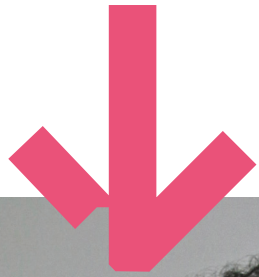
clients such as Banca D'Italia, Telecom Italia, Terna, and ENEL.

He served as Chief Architect in Telecom Italia Mobile in the integration branch, and finally, in 2001, he co-founded E@ISoftware, the core from which the GreenVulcano family would later blossom.



# Gianfranco Iannello

Co-Founder & Chief Revenue Officer - Frontiere

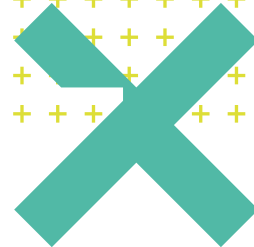
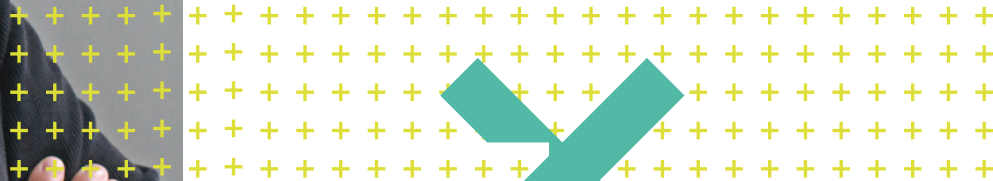


## Professional Highlights

- + Co-Founder and CEO at GreenVulcano Inc
- + Co-Founder at GreenVulcano Srl
- + Co-Founder at E@I Software Srl
- + Senior Software Architect
- + Software Analyst and Engineer

## Specific Expertise:

- + Insurance Telematics
- + Mobility systems
- + Product Management
- + International projects management
- + People Management



## Bio

With great corporate-level experience, he has been involved in product development with a track record of success in the Information Technology, Telecommunications, Telematics, and Service industries. He has great expertise in Enterprise Architecture, Middleware, IoT, IT Strategy, and Management.

He moved to Boston to lead the launch of the North American branch of GreenVulcan in 2013, and still

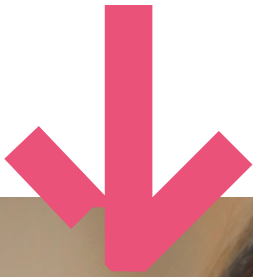
resides in Boston in the United States.

He has a proven professional history of managing teams in both small and large organizations. He has extensive experience in managing high-growth businesses and rapid technology and product transition. Entrepreneur and Angel Investor.



# Noemi Adamo

Co-Founder & Chief eXperiences Officer - Frontiere

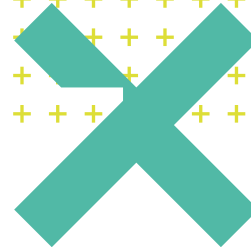
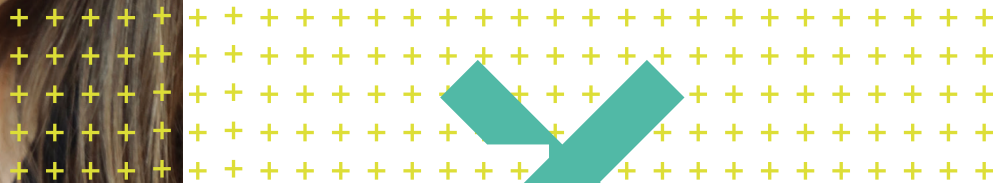


## Professional Highlights

- + CEO and Co-Founder at Hueval
- + Partner at Alan Advantage

## Specific Expertise:

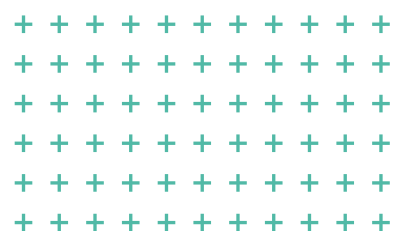
- + Marketing Management
- + Business management
- + Brand strategy
- + Project Management
- + Visual Communication
- + Video Marketing



## Bio

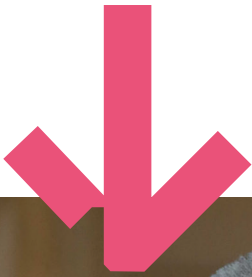
A communications and marketing expert for ICT companies with a background in CG Animation, she founded Hueval, an innovative marketing startup committed to the development of a data-driven video marketing platform for creating automated videos for ADV.

She dives into everything she does with dedication, resilience, and passion. Her goal is to create valuable content for brands by combining experiences, creativity, and new technologies with a focus on "Human to Human" communication.



# Alessandro Niglio

Corporate Strategy Officer - Frontiere

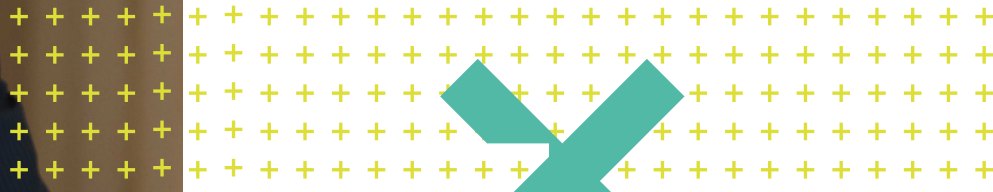


## Professional Highlights

- + Senior Business Partner at Alan Advantage
- + Advisor at Automyo
- + Advisor at Sensoworks
- + Advisor at MyBiros

## Specific Expertise:

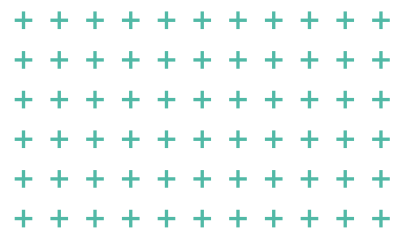
- + Business Innovation Management
- + Change Management
- + IT management
- + IT Governance
- + IOC
- + Innovative companies and technologies
- + Processes analysis and re-engineering
- + Research and Innovation Projects



## Bio

Passionate about business model innovation. Innovating is not just about adopting new technologies but also about innovating business models, work organization, and strategy. He has crossed several industries, influencing each one with his innovative touch and never compromising with multiculturalism and ethics in his business decisions. He has a degree in mathematics and a passion for history and economics. He has always believed in multidisciplinary, which is also

his strength. Leonardo da Vinci is his model as a well-rounded scientist. He helps companies with maniacal attention to internal and external processes, adapting a customer-centered vision to the business organization. He has held managerial and leadership roles in various companies and sectors in ICT, real estate management, moving from management roles to research and development.



# Marco d'Ambrosio

Chief Mobility Solutions and Services - Frontiere

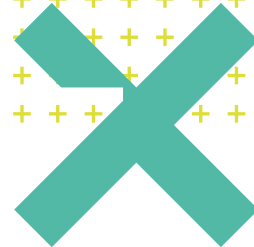
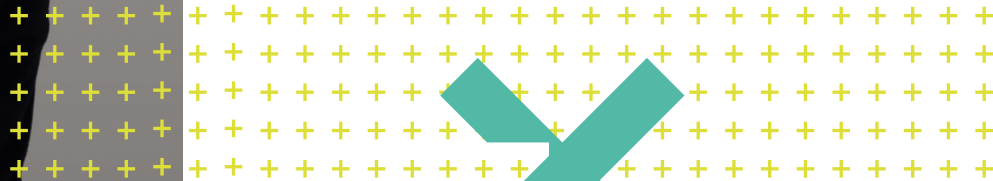


### Professional Highlights

+ Business Developer and Partner at GreenVulcano Technologies

### Specific Expertise:

- + Business Innovation Management
- + Change Management
- + IT Management and Governance
- + Mobility Innovation Management
- + Innovative companies and technologies
- + Automotive processes analysis and re-engineering
- + Mobility Research and Innovation Projects

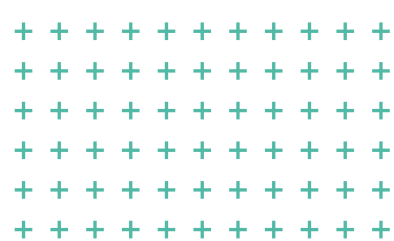


## Bio

Marco has 20 years of experience in the ICT industry and specializes in the automotive and mobility fields. He holds a Microsoft Master's degree in "Application Design "and has held various technical and managerial roles within the E@I Software group and GreenVulcano Technologies since September 2001, as a colleague responsible for the development, implementation, and evolution of IT architectures. He has also been a tech leader

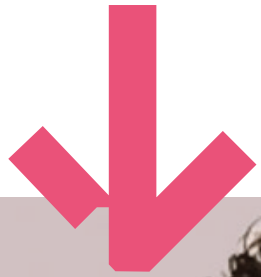
for clients such as Wind Tre, Telecom Italia, and Ericsson, and has been involved in H3G start-ups worldwide, H3G UK, 3 Italia, and Genesis - Vodafone Turkey.

Over the past 10 years, as an expert in sharing mobility, he has worked on various telematics and mobility platforms as a data architect of big data applications and machine learning. His mission is to revolutionize the world of mobility with a data-driven approach.



# Giampaolo Fiorentino

Chief Artificial Intelligence & Data Strategy Officer - Frontiere

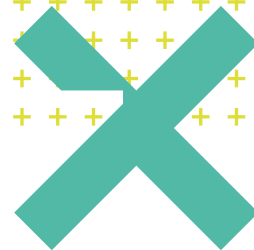
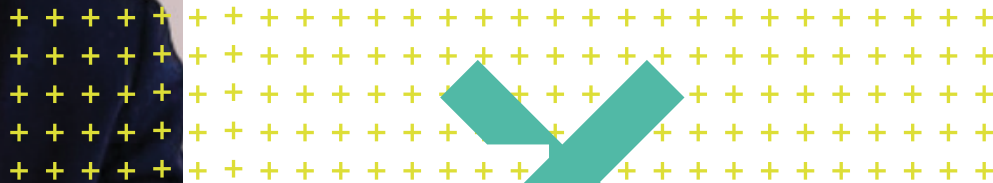


### Professional Highlights

- + Former Member of 5G Public and Private Partnership
- + ITIL@V3 Expert

### Specific Expertise:

- + Business Analysis Professional
- + ITIL@V4 Managing Processing
- + Change Management
- + IT Management and Governance



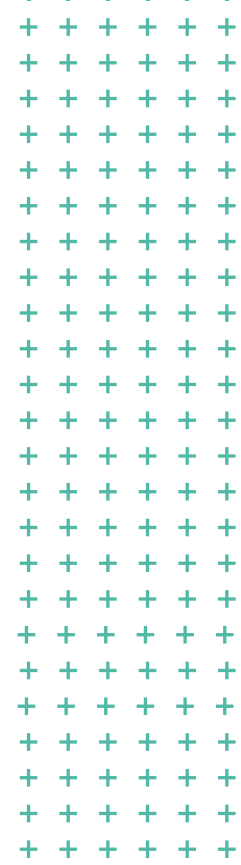
## Bio

Giampaolo Fiorentino has a career of more than 20 years in the field of information and communication technologies (ICT), during which he has accumulated a wide range of experience in different fields, developing a solid expertise in emerging enabling technologies such as 5G, Artificial Intelligence, blockchain and DLT, edge computing, big data and IoT streaming analytics collaborating with Italian research institutes (INFN, CNR-ISTI, Univ. of Rome Sapienza, CEFRIEL, ...) and European research institutes

and universities (e.g., ENEL, TIM WIND3, ESA, CERN, Univ. of Amsterdam, ...). He has coordinated and participated in several European research and development projects under the FP7 and H2020 framework programs, holding both technical and managerial roles. He has promoted innovation and industrial initiatives and served on international industry councils and committees, including the 5G Public and Private Partnership.







## Contacts

### SEROTONINA MEDIA

Elena Giacchino +39 3402682776

Florentina Ricciarelli +39 329 2348154

[press@serotoninamedia.it](mailto:press@serotoninamedia.it)

