



GIUSEPPE GIORGIANNI

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Innovation Manager, Strategy Advisor & Business Developer, Business Coach, Tech Visionary Leader

Multi-decade experience in product development and innovation with skills in **Big Data, AI, Blockchain, Cybersecurity, Virtual Reality, Augmented Reality, Immersive Video, IOT and Building Automation**. Specialised in software development and application lifecycle management technologies and best practices.

Business developer based on data, validation, measurement and iteration.

His experience extends to the international business world, giving him a unique perspective on how to manage and execute projects to create value.

Born in 1975. Degree in **Computer Science Engineering** from the University of Messina; Master's degree in **Communication, Marketing and Management** and one in **Europlanning**.

Member of the Italian Register of Information Technology Engineers.

He has various international work experiences in countries such as the **United Arab Emirates, Malta, China, Bulgaria, Moldova, Tunisia, Spain** and the **USA**.

Keynote Speakers at various international events, such as:

Webit Festival 2017 and 2018 (Sofia, **Bulgaria**),

Moldova Business Week (Chisinau, **Repubblica di Moldova**),
Smau 2021 (Milano, **Italia**),

Gitex Global 2021 and 2022 (Dubai, **EMIRATI ARABI UNITI**),

CES 2022, 2024 and 2025 (Las Vegas, **USA**)

World AI Cannes Festival 2024 and 2025 (Cannes, **France**)

Mobile World Congress 2024 e 2025 (Barcelona, **Spagna**)

Botim 2024 (Maribour, **Slovenia**)

Smart City World Expo 2024 (Barcelona, **Spagna**)

Creator of the '**EFFECTIVE INNOVATION**' method, a validated method for the innovation of companies, products and processes modelled over the years to innovate projects in different sectors.

Various experiences as a **business coach** and **training**:

Business coach with **Oscar Farinetti** in the event **ANDA BUSINESS SHOW (Forum di Assago - Milano)**;

Lecture at the **HONG KONG CITY UNIVERSITY** on its 'EFFICATE INNOVATION' method (**HONG KONG**);

Lecture at the **TIE Dubai** on its 'EFFICATE INNOVATION' method (**DUBAI - Emirates**);

Lecture at **Messina University (Italy)** on Innovation in the Tourism Sector;

Lecturer in various vocational training courses;

Lecturer in various Technological Institutes.

Holder of several patents and Concept Ideas, including a "Telemedicine Device" and the following AI Concept Ideas: "Human Federated Learning over the air" and "AI Orchestrator (AIO) Model".

Author of the following scientific publications:

- Unveiling The Potential Of Ai: Impacts On Industries And Ethical Considerations;
- The role of block chain technology in securing electronic health records: opportunities and challenges;
- Leveraging ai for predictive maintenance in industrial iot: a comparative study of machine learning algorithms.
- AI IN HEALTHCARE: ENHANCING PATIENT INTERACTION AND SAFETY

Forbes nominated him as one of the leading experts in telemedicine and digital health and dedicated an entire episode to him in the TV program **Forbes Revolution** (<https://youtu.be/P0BOglwXbSk>).

The Italian newspaper **La Repubblica** calls him '**the Archimedes of Sicily**'.

The daily Italian newspaper **Corriere della Sera** dedicated an article to his latest environmental sustainability project in tourism called InShare®.

Advisor to **Italian Minister Elisabetta Casellati** and Head of Project for the Simplification of Italian Legislation through AI for the Presidency of the Council of Ministers

Founder, Chairman of the Board of Directors and Innovation Manager of **INNOVA** and **INNOVATECH**, an innovative Digital Transformation and technology start-up with offices in **Italy, Bulgaria** and the **United Arab Emirates**.

Its latest innovative projects are:

- **Evolvera®** (the first smartwatch with fully customisable AI, capable of learning, evolving and anticipating users' needs listed among the top 5 innovations at CES 2025)
- **CheckMED®** (a complete remote assistance and telemedicine solution using a specially designed and patented IoT device which, when needed, transforms into a classic sphygmomanometer to accurately detect blood pressure)
- **Olivia®** (connected to CheckMed®, Olivia® monitors the user's health in real time and becomes the "Digital Carer", predicting future needs and adapting to habits)
- **Kelly®** (The "Digital Concierge" is an advanced artificial intelligence solution designed for the world of tourism);
- **Sofia®** (AI agent responds in real time to questions about HR policies, working hours and expense reimbursement procedures)
- **WaterCHECK®** (Smart City - Digitisation of city water networks);
- **ARViTech®** (Tourism promotion through AR and VR);
- **InShare®** (Environmental sustainability and sustainable mobility project at the service of tourists through utilities).

Important projects in the field of **Information Technology** include the Virtual Reality digitisation of the oldest Orthodox church in Bulgaria - the Church of the Nativity in Arbanasi (**Bulgaria**) and other similar projects in the **Arab Emirates, Malta, Spain** and **Italy**.

Among the various international projects in the field of **Automation, IOT** and **Environmental Sustainability** are highlighted:

INTERCONNECTOR **MALTA** (interconnection between the Italian and Maltese electricity grids),
Hotel HILTON (**MALTA**),
Ospedale ST. LUC CLINIQUE (**BOUGE - BELGIO**),
POLICE STATION (**MONS - BELGIO**),
SAINT JAMES HOSPITAL (**MALTA**),
Malta international Airport (**MALTA**).

Founder of the **IO COMPRO SICILIANO** project, the first Benefit Corporation in Sicily, which in just two years has involved around 320,000 consumer users and over 3,000 registered companies in a single project to promote Made in Sicily.

Many regional, national and international newspapers speak of him, including **La Repubblica**, **il Corriere Della Sera**, **Millionaire**, **ItaliaOggi**, **Il Tempo**, **Gazzetta del Sud**, **Giornale di Sicilia**, **la Sicilia**, **World Today News**, **il Sole 24ore**, **Pledge Times**, and **Forbes** and various interviews also on radio and TV including **Radio ICN New York**, **RAI3**, **TRM**, **VideoRegione**, **RGS** and **Radiolnn**.

Winner of the **AMERICA INNOVAZIONE 2023** award at the Italian Chamber of Deputies

Winner of the **CONFAPI Innovation Award 2024**

President of the **European Artificial Intelligence Organisation**.

