
PERSONAL PROFILE

An enthusiastic, highly innovated and career-driven professional offering over 20 years' experience leading diverse and progressive teams through engineering and technology, strong passion for digital strategy & transformation with the proven ability to utilise excellent business skills and managing multiple projects, proposals and biddings for operational excellence, whilst consistently meeting and exceeding productivity goals. Highly established in implementing programs and changes that enhance company position and lead to success, whilst working in a diversity of environments that are fast-paced and dynamic, being an exceptional decision-maker with strong communication presentation and negotiation skills. Possessing strong work ethic high level of expertise with a proven understanding of performance development strategies, whilst creating a positive and enthusiastic working environment.

EDUCATION, CERTIFICATIONS & MEMBERSHIP

University of Cambridge – MBA Executive Master in Business Administration 2016 – 2018
Technology and Innovation - Primavera Prize winner

Imperial College London – MSc Transport and Business Management (Merit) 2008 – 2011

University of Turin – BSc Business Economics (First Class) 2003 – 2007

ITG Castellamonte, Italy – BTEC Land Surveying 1998

Professional Certifications:

Blockchain Technology - University of California, Berkeley

PRINCE 2 Practitioner

LUMA Human Centre Design methodology practitioner

Professional Executive Coach - Institute of Coaching McLean/Harvard Medical School affiliate

BIM ISO 19650 Tutor, Operam Academy

Memberships and Industry/Board Positions:

- *DUET - CRUNCH – Centre Digital Built Britain – Institute Engineering & Technology, Digital Twins International Working Group* 2020 to date
- *Member of the Digital Twin Consortium (US)* 2020 to date
- *Australasia BIM Advisory Board - Asset Management Technical Working Group - (Australia)* 2019 to date
- *National Workgroup for the Digital Built and Legal Environment – (Australia)* 2019 to date
- *Member Institute of Engineering and Technology (UK) Digital twin lead – BE panel*
- *Advisory board role for PRIN-D Ltd;* 2017 to 2019
- *UK BIM alliance – Business Case Lead (UK):*
- *Global Women in Tech Executive Board (Global)* 2017 to 2019
- *Women in BIM – Advance and Retain lead (Global)* 2015 to 2019
- *Geobusiness Exhibition & Conference Technical Committee (UK)* 2014 to 2017
- *The Chartered Inst. of Highways & Transportation Civil Engineers (UK) Member and Mentor* 2007 to 2017

KEY ACHIEVEMENTS

- *2021 Who's Who in Industry 4.0 Influential Voices and Brands – Global Digital Twin expert list – by Analytica*
- *Founder of the "House of Digital Twins Club" on ClubHouse, weekly rooms in English, German, Italian and French to share knowledge and experience around implementing digital twins for the built environments.*
- *Author of "Digital Twins for the Built Environment An introduction to their opportunity, benefits, challenges and risks" Institute of Engineering and Technology - white paper, October 2019 – mentioned on Financial Times 30 Jan 2020 and ABAB Digital Twin position paper – January 2021.*
- *Key contributor to EU framework for Digital Building Logbooks Research – 2018-2020 Published in December 2020*
- *Keynote speaker and judge for construction technology industry events including Digital Construction Week, UK Construction Week, Geobusiness, Salesforce Construction Industry Council - London, BIM Show Live - Newcastle, WDBE – Helsinki, Judge for European Women in Engineering Awards. Building Innovation Awards - UK*
- *Guest lecturer at University of Melbourne, Western Sydney University and RIMT - Australia, UCL The Bartlett School of Construction-London, Northumbria University-Newcastle, UK.*
- *Columnist on AEC-business.com and guest contributor on several AEC publications including, BIM+, The digital transition*
- *Managed and developed Autodesk's Jacobs Engineering account from \$24M to \$40M+ value*
- *Managed Autodesk's largest AEC global digital transformation project*
- *Managed large UK enterprise clients including TfL, Network Rail, Kier Construction, BP and Uralkali in Russia*

CAREER HISTORY

BE-WISE – Founder/Director, London

Nov 17 – March 20

- Provide business and technical consulting to numerous clients in the AECO industries across Europe, US and Australia with particular emphasis on implementation of digital twins and digital transformation
- Provide Digital Twin Strategy Services to global large corporate clients at C-Suite; Clients Under NDA Revenue between \$100M to \$10BN.
- Provide start-up and product launch support activities including preparation of pitching decks, pitching to investors and managing product pre-launch activities.
- Responsible for general management, marketing, sales, business development, strategy, financial management and account client relationship management.
- Clients include; Cintoo, Glider Technologies, Amdas Management, Imperial College, Arbnbco, Operam, Skyscape Technology, Prin-D, Ynomia, Morta Technologies.

Autodesk, London

Jan 13 – Nov 17

Undertook a number of strategic roles within the organisation, detailed below:

Customer Success Manager, Global Enterprise Accounts

Feb 16 – Nov 17

- Managed comprehensive program of support and business consulting activity services to meet the needs of large global enterprise AEC clients on complex multi-site projects
- Identified business challenges, strategic implementation and planning of technology solutions
- Managed client engagement and account development and evangelised technology
- Controlled consultancy and enterprise consulting services engagement process including identification and management of delivery and adoption risks
- Worked closely with Account Executives to identify issues from both a business and technology perspective
- Coordinated pool of 700 global specialists and managed service providers to global enterprise clients.

Technical Specialist Infrastructure, North Europe

Jan 13 – Feb 16

- Led international adoption of infrastructure solutions with a focus on the geospatial aspect of BIM for Infrastructure working alongside Autodesk sales and account teams
- Led technical pre-sales support activities including product demonstrations and webinars
- Developed long-term relationships as trusted advisor to clients and Autodesk's channel partners including mentoring and training resellers.
- Used client feedback to influence product direction and development

LOCOG, London – Deputy Venue Transport Manager, Greenwich Park

Mar 12 – Sep 12

- Integral member of the London Organising Committee for the Olympic and Paralympic Games
- Managed local area traffic management and parking operations around the venue and >130 daily contractors
- Coordinated efforts of Greenwich and Lewisham Borough Councils, directing interactions and liaison with councilors and members of the public regarding local transport issues and event impact
- Project managed all signage including commissioning, integration and decommissioning and provided internal and external traffic management plans including client group-specific signage
- Produced venue transportation operational plan and documentation for the planning application
- Instrumental in achieving a successful outcome for Greenwich Park Olympic and Paralympic transportation operations through stringent management of local area traffic and parking operations

Royal Borough of Greenwich, London

Dec 05 – Jan 12

Undertook a number of strategic roles within the organisation, detailed below:

Project Manager/Senior Engineer

Jul 07 – Jan 12

- Project managed CAD-GIS platform integration and developed and delivered technical training to junior CAD technicians with supporting documentation for the diffusion of CAD standards
- Managed AutoCAD licenses within Strategic Directorate including new license purchase, software updates, installation, training and development of all CAD users
- Produced "Parking your data better" case study selected by Ordnance Survey and Autodesk, a live Spatial Oracle parking database linked to Greenwich Corporate GIS and WebGIS
- Presented to key external and internal stakeholders during the public consultation process

Engineering Assistant

Dec 05 – Jul 07

- Worked on key strategic traffic engineering projects.

PREVIOUS ROLES:

Turin City Council – Traffic Engineer/CAD Technician

Oct 01 – Aug 05

SILEC, Italy – Engineer/CAD Technician

Feb 99 – Sept 01

Studio Perrone, Italy – CAD/Engineering Technician

Sep 98 – Jan 99