



# PARINI EDOARDO

CEO & CO-FOUNDER  
MEDIA & INTERACTION DESIGNER  
PRODUCT MANAGER  
UX DESIGNER

19.08.1988  
TURIN – ITALY  
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[LINKEDIN](#)

## INSTRUCTION & TRAINING

**2020** ACCELERATION PROGRAM – INAM ADMACAMP – ADVANCED MATERIALS – BERLIN  
**2020** ACCELERATION PROGRAM – SMARTEES – H2020  
**2019** ACCELERATION PROGRAM – TIM WCAP – MILAN – ITALY  
**2019** ACCELERATION PROGRAM – STARTUP INITIATIVE INTESA SANPAOLO – TURIN – ITALY  
**2018** ACCELERATION PROGRAM – BOSTON INNOVATION GATEWAY – IXL – BOSTON – US  
**2017** INNOVITS LAB – MANAGEMENT – MILAN – ITALY  
**2016** HUMAN PLUS FOUNDATION – YOUNG ENTREPRENEURS – PADUA – ITALY  
**2016** INCUBATION PROGRAM – I3P POLYTECHNIC OF TURIN – TURIN – ITALY  
**2015** FEDERAL CTI ENTREPRENEURSHIP TRAINING PROGRAM – YVERDON LES BAINS – SWITZERLAND  
**2012/2015** BACHELOR MEDIA & INTERACTION DESIGN ECAL – LAUSANNE – SWITZERLAND  
**2009/2010** MASTER INTERIOR DESIGN – I.E.D. EUROPEAN INSTITUTE OF DESIGN – ROME – ITALY  
**2007/2009** DEGREE INTERIOR ARCHITECTURE – ACADEMY OF ARTS AND NEW TECHNOLOGIES – ROME – ITALY  
**2002/2007** HIGH SCHOOL GRADUATION – I.T.I.C. SANDRO PERTINI – ROME – ITALY

## WORKSHOPS

**2013** FIELD – INTERACTIVE INSTALLATION – LAUSANNE – SWITZERLAND  
**2013** VACHERON CONSTANTIN – INTERACTIVE INSTALLATION – SWITZERLAND  
**2012** MEGAFORCE – INTERACTIVE VIDEO – LAUSANNE – SWITZERLAND  
**2012** ROEL WOUTERS – INSTALLATION – LAUSANNE – SWITZERLAND  
**2011/2012/2013/2014** GYSIN – PROCESSING – LAUSANNE – SWITZERLAND  
**2011** COMPASSO D'ORO – INTERACTIVE INSTALLATION – ROME – ITALY  
**2011** PE LANG – INTERACTIVE INSTALLATION – LAUSANNE – SWITZERLAND  
**2010** PROCESSING + ARDUINO + ABLETON LIVE + ISADORA – ROME – ITALY

## WINNER AWARDS

**2020** SMARTEES – H2020  
**2019** SEAL OF EXCELLENCE – H2020 + SME INSTRUMENT PHASE 1  
**2019** FACILITO X TO – FINPIEMONTE – AxTO – TURIN  
**2019** HONORABLE MENTION – NATIONAL AWARD – CONFCOMMERCE  
**2018** FACTORY IMPRESA – MIBACT – MINISTRY OF CULTURE AND ACTIVITIES  
**2018** HACKATHON MUSEUM BOOSTER – MAXXI – ROME  
**2017** 2nd TRANSPORT HACKATHON – I3P POLYTECHNIC OF TURIN  
**2017** MYLLENIUM AWARD – RAFFAELE BARLETTA AWARD – ROME  
**2017** GARTNER – LISTED AS NEXT 5 YEARS WEARABLE INNOVATION  
**2016** GAETANO MARZOTTO AWARD – MILAN – ITALY

## SOFTWARE 2D/3D & RENDERING & LIVE PERFORMANCE

CINEMA 4D + 3DS MAX + VRAY + AUTOCAD + GOOGLE SKETCH  
LIVE9 + MODUL8 + MAD MAPPER + QLAB + ISADORA

## GRAPHIC BITMAP & VECTOR & VIDEO

PS + AI + ID + FL – FINAL CUT PRO + AE + PR

## DEVELOPING SOFTWARE

PROCESSING + ARDUINO + XCODE + JS

## EXPERIENCES

**2016/–** DEED S.R.L. – CEO AND FOUNDER – TURIN – ITALY  
**2015** FREELANCE – CONSULTANT UX/UI DESIGNER – SNAPBACK – ROME – ITALY  
**2015** FREELANCE – SCENOGRAPHY – MOTION DESIGNER – VIDEOS MAKER – VIDEO EDITING – PAN – CIE TANIA DE PAOLA – LAUSANNE – SWITZERLAND  
**2015** FREELANCE – CONSULTANT UX/UI DESIGNER – EVENTRY – ROME – ITALY  
**2015** FREELANCE – INSTALLATIONS INTERACTIVE – S.I.A. – LAUSANNE – SWITZERLAND  
**2011/2012/2013** PR – PLAYA – COSTA SMERALDA – SARDEGNA – ITALY  
**2010/2011** STAGE – INTERIOR DESIGN – EXHIBITION DESIGN – MODELS – 2D/3D ANIMATIONS – PRODUCT DESIGN – STUDIOMARTINO.5 – ROME – ITALY  
**2010/2011** STAGE – VIDEO EDITING – POST PRODUCTION – ARCHITECT FILETICI LUIGI – ROME – ITALY

## VISION

INTERPRET THE RELATIONSHIP BETWEEN TECHNOLOGY AND MAN TO EXPLORE AND REALIZE INNOVATIVE EXPERIENCES

## PERSONAL

WIND SURF + KITE SURF + SAILING  
FENCING  
BASKET  
SURVIVING

## LANGUAGES

ENGLISH – WRITTEN AND SPOKEN  
FRENCH – WRITTEN AND SPOKEN  
ITALIAN – NATIVE LANGUAGE





# PARINI EMILIANO

COO & CO-FOUNDER  
ACCOUNT MANAGER & COMMUNICATION

19.08.1988  
TURIN – ITALY  
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## INSTRUCTION & TRAINING

**2020** ACCELERATION PROGRAM – INAM ADMACAMP – ADVANCED MATERIALS – BERLIN  
**2020** ACCELERATION PROGRAM – SMARTEES – H2020  
**2019** ACCELERATION PROGRAM – TIM WCAP – MILAN – ITALY  
**2018** ACCELERATION PROGRAM – BOSTON INNOVATION GATEWAY – IXL – BOSTON – US  
**2018** FACTORY TURISM ENTERPRISE – ITALY  
**2017** INNOVITS LAB – MANAGEMENT – MILAN – ITALY  
**2016** HUMAN PLUS FOUNDATION – YOUNG ENTREPRENEURS – PAUVA – ITALY  
**2016** INCUBATION PROGRAM – I3P POLYTECHNIC OF TURIN – TURIN – ITALY  
**2016** WIND STARTUP ACEDEMY – WIND BUSINESS FACTOR – ROME – ITALY  
**2015** INNOVATION LAB – ROME – ITALY  
**2008/2013** PUBLIC & CORPORATE COMMUNICATION – LA SAPIENZA – ROME – ITALY  
**2002/2007** HIGH SCHOOL GRADUATION – ALESSANDRO VIVONA – ROME – ITALY

## WINNER AWARDS

**2019** SMARTEES FLEXIBLE ELECTRONICS TECHNOLOGIES – H2020  
**2019** SEAL OF EXCELLENCE – SME INSTRUMENT – H2020  
**2019** FACILITO X TO – FINPIEMONTE – AxTO – TURIN  
**2019** HONORABLE MENTION – NATIONAL AWARD – CONFCOMMERC  
**2018** FACTORY IMPRESA – MIBACT – MINISTRY OF CULTURE AND ACTIVITIES  
**2018** HACKATHON MUSEUM BOOSTER – MAXXI – ROME  
**2017** 2nd TRANSPORT HACKATHON – I3P POLYTECHNIC OF TURIN  
**2017** MYLLENIUM AWARD – RAFFAELE BARLETTA AWARD – ROME  
**2017** GARTNER – LISTED AS NEXT 5 YEARS WEARABLE INNOVATION  
**2016** TOYP – JUNIOR CHAMBER INTERNATIONAL (JCI) – ROME – ITALY  
**2016** STARTUP WEEKEND – POLYTECHNIC OF TURIN  
**2016** GAETANO MARZOTTO AWARD – MILAN – ITALY

## SOFTWARE

OFFICE SUITE

## GRAPHIC BITMAP & VECTOR

PS + PR + FL

## EXTRA SKILLS

VIDEO MAKING + VIDEO EDITING

## EXPERIENCES

**2016/-** DEED S.R.L. – CEO AND FOUNDER – TURIN – ITALY

**2013/2016** CHIEF EDITOR – THE WALKMAN MAGAZINE

**2016** CREATOR, AUTHOR & SPEAKER – RADIO LUISS GUIDO CARLI – ROME – ITALY

**2013/2014** ACCOUNT & SOCIAL MEDIA MANAGER – I DESIGN FACTORY – ROME – ITALY

**2011/2012** JUNIOR ACCOUNT MANAGER – LUTHER DSGN – ROME, ITALY

**2008/2012** PR MANAGER & EVENT PLANNER – FIAT PLAYA & BLU BEACH – PORTO ROTONDO – ITALY

## OBJECTIVE

GRASP THE BIG CHALLENGE TO REPRESENT AND AFFIRM THE BEST OF OUR BRAND AND OUR VISION

## PERSONAL

WIND SURF  
GARDENING  
CLIMBING

## LANGUAGES

SPANISH – WRITTEN AND SPOKEN  
ENGLISH – WRITTEN AND SPOKEN  
ITALIAN – NATIVE LANGUAGE





# PARINI ENRICO

CFO & CO-FOUNDER  
STRATEGIC ADVISOR & BUSINESS CONSULTANT

31.10.1986  
BRUXELLES – BELGIUM  
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## INSTRUCTION & TRAINING

**2019** ACCELERATION PROGRAM – TIM WCAP – MILAN – ITALY  
**2019** ACCELERATION PROGRAM – STARTUP INITIATIVE INTESA SANPAOLO – TURIN – ITALY  
**2018** ACCELERATION PROGRAM – BOSTON INNOVATION GATEWAY – IXL – BOSTON – US  
**2017** INNOVITS LAB – CORSO DI AFFIANCAMENTO MANAGERIALE – MILAN – ITALY  
**2016** HUMAN PLUS FOUNDATION – YOUNG ENTREPRENEURS – PAUVA – ITALY  
**2016** INCUBATION PROGRAM – I3P POLYTECHNIC OF TURIN – TURIN – ITALY  
**2009/2010** MASTER DEGREE IN INTERNATIONAL RELATIONS – FACULTY OF POLITICAL SCIENCE – ROME – ITALY  
**2009** SUMMER SCHOOL CONTEMPORARY AND INTERNATIONAL CONFLICT – MANAGEMENT – UNIVERSITEIT UTRECHT – THE NETHERLANDS  
**2006/2007** BACHELOR DEGREE – POLITICAL SCIENCE – LUISS – LIBERA UNIVERSITÀ INTERNAZIONALE DEGLI STUDI SOCIALI – ROME – ITALY  
**2006/2007** ERASMUS PROGRAM – UPPSALA UNIVERSITET – SWEDEN  
**2004/2005** LINGUISTIC HIGH SCHOOL DIPLOMA – SAN GIUSEPPE DEL CABURLOTTO – ROME – ITALY  
**2003/2004** AMERICAN HIGH SCHOOL DIPLOMA – MEIGS HIGH SCHOOL – POMEROY – OHIO – UNITED STATES OF AMERICA

## PREFERRED JOB STUDIES APPLIED FOR

**EU REGULATION**, POLICIES AND POLITICS  
**INTERNATIONAL RELATIONS** GOVERNMENTAL ORGANIZATIONS AND NGO'S  
**ANALYSIS AND CASE STUDIES** REGARDING PUBLIC POLICIES  
**BUSINESS PROCESS** ANALYSIS  
**FOREIGN MARKET** ANALYSIS  
**BUSINESS DEVELOPMENT ACTIVITIES** CALLS TENDER, PROJECT MANAGEMENT  
CUSTOMER RELATIONSHIP MANAGEMENT

## WINNER AWARDS

**2019** SMARTEES FLEXIBLE ELECTRONICS TECHNOLOGIES – H2020  
**2019** SEAL OF EXCELLENCE – SME INSTRUMENT – H2020  
**2019** FACILITO X TO – FINPIEMONTE – AxTO – TURIN  
**2019** HONORABLE MENTION – NATIONAL AWARD – CONFCOMMERC  
**2017** MYLLENIUM AWARD – RAFFAELE BARLETTA AWARD – ROME  
**2017** GARTNER – LISTED AS NEXT 5 YEARS WEARABLE INNOVATION  
**2016** GAETANO MARZOTTO AWARD – MILAN – ITALY

## SOFTWARE

OFFICE SUITE

## EXPERIENCES

**2016/-** DEED S.R.L. – CEO AND FOUNDER – TURIN – ITALY  
**2014/-** EMPLOYEE IN THE INTERNATIONAL STRATEGIES DEPARTMENT – ENAV S.P.A.  
ITALIAN AIR NAVIGATION SERVICES PROVIDER – ITALY – MALESYA – BELGIUM  
**2013/2014** BUSINESS ADMINISTRATIVE OFFICER – ENAV ASIA PACIFIC SDN. BHD –  
KUALA LUMPUR – MALAYSIA  
**2010/2013** EMPLOYEE IN THE HUMAN RESOURCES AND ORGANIZATION DEPARTMENT  
ENAV S.P.A. – ITALIAN AIR NAVIGATION SERVICES PROVIDER – ROME – ITALY  
**2007** EMPLOYEE – POLIAMBULATORIO CAVE S.R.L. – OUTPATIENTS CLINIC – ITALY

## STRATEGY

SEEK AND ENSURE SOUNDNESS THROUGH ANALYSIS AND STRATEGIC &  
INSTITUTIONAL RELATIONS.

## PERSONAL

TRAVEL  
FISHING  
BASKET

## LANGUAGES

ENGLISH – WRITTEN AND SPOKEN  
FRENCH – WRITTEN AND SPOKEN  
GERMAN – WRITTEN AND SPOKEN  
SPANISH – WRITTEN AND SPOKEN  
ITALIAN – NATIVE LANGUAGE





# NOVELLI LUDOVICO

BOARD MEMBER  
HEAD OF SOFTWARE DEVELOPMENT  
ENGINEER EMBEDDED SYSTEM DESIGNER

15.02.1993  
GENEVE – SWITZERLAND  
LUDOVICO.NOVELLI@DEED.TECH  
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## INSTRUCTION & TRAINING

**2019** ACCELERATION PROGRAM – TIM WCAP – MILAN – ITALY  
**2019** ACCELERATION PROGRAM – STARTUP INITIATIVE INTESA SANPAOLO – TURIN – ITALY  
**2018** ACCELERATION PROGRAM – BOSTON INNOVATION GATEWAY – IXL – BOSTON – USY  
**2016** MASTER OF SCIENCE IN MICROENGINEERING – ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE – EPFL – SWITZERLAND  
**2016** INCUBATION PROGRAM – I3P POLYTECHNIC OF TURIN – TURIN – ITALY  
**2014** ERASMUS EXCHANGE – ELECTRONICS, ROBOTICS, MICRO-SYSTEMS, IMAGE ANALYSIS – EPFL – LAUSANNE – SWITZERLAND  
**2014/2019** EXPERIENCE ABROAD & IN INTERNATIONAL ENVIRONMENTS – SWITZERLAND – USA – ITALY – CHINA  
**2011/2014** BACHELOR OF SCIENCE IN ELECTRICAL ENGINEERING – UNIVERSITÀ DEGLI STUDI ROMA TRE – ROME – ITALY  
**2006/2011** HIGH SCHOOL GRADUATION – LICEO SCIENTIFICO STATALE ARISTOTELE – ROME – ITALY

## WORKSHOP

**2019** JUDGE CES 2020 INNOVATION AWARDS – LAS VEGAS – US  
**2019** CVPM – INTERNATIONAL WORKSHOP ON COMPUTER VISION FOR PHYSIOLOGICAL MEASUREMENT – PHILIPS & MICROSOFT RESEARCH SEOUL – SOUTH KOREA  
**2018** MENTOR & ORGANIZER – LAUZHACK – LAUSANNE – SWITZERLAND  
**2017** CAS – CERTIFICATE OF ADVANCED STUDIES (CAS) IN INTERACTION SCIENCE AND TECHNOLOGY – FRIBOURG – SWITZERLAND  
**2015** MEMBER CVPL – ASSOCIATION FOR COMPUTER VISION – PATTERN RECOGNITION AND MACHINE LEARNING – ITALY

## WINNER AWARDS

**2019** SMARTEES FLEXIBLE ELECTRONICS TECHNOLOGIES – H2020  
**2019** SEAL OF EXCELLENCE – SME INSTRUMENT – H2020  
**2019** FACILITO X TO – FINPIEMONTE – AxTO – TURIN  
**2019** HONORABLE MENTION – NATIONAL AWARD – CONFCOMMERC  
**2017** MYLLENIUM AWARD – RAFFAELE BARLETTA AWARD – ROME  
**2017** GARTNER – LISTED AS NEXT 5 YEARS WEARABLE INNOVATION  
**2016** GAETANO MARZOTTO AWARD – MILAN – ITALY

## DEVELOPING SOFTWARE

C + C# + JS + MATLAB + HTML + CSS + ANGULARJS + TYPESCRIPT + PHP

## TECHNICAL SKILLS

HIGH EXPERTISE IN COMPUTER VISION AND MACHINE LEARNING  
ANDROID & CROSS-PLATFORM DEVELOP

## SOFTWARE

OFFICE SUITE

## EXPERIENCES

**2017/-** COMPUTER VISION & MICRO SYSTEM ENGINEER – LOGITECH EUROPE SA – LAUSANNE – SWITZERLAND

**2020/-** HARDWARE & SOFTWARE DEVELOPER – DEED S.R.L. – TURIN – ITALY

**2016/2020** CTO – CHIEF TECHNOLOGY OFFICER – DEED S.R.L. – TURIN – ITALY

**2016** COURSE OF DICTION & PUBLIC SPEAKING – MENANDRO THEATER – ROME – ITALY

**2016** CHINA HARDWARE INNOVATION CAMP – CHIC – EPFL – HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY – SEED STUDIO – SHENZHEN – CHINA

**2015/2016** ELECTRICAL & MICRO ENGINEER – TRANSLATIONAL NEURAL ENGINEERING LAB – EPFL – LAUSANNE – SWITZERLAND

**2014/2015** R&D & WEBSITE ADMINISTRATOR – HYPLEX ITALIA S.R.L. – ROME – ITALY

**2012/2013** HARDWARE & SOFTWARE DEVELOPER – ARCHIMEDES LOGICA S.R.L. – ROME – ITALY

**2009** MOBILE SOFTWARE DEVELOPER – STAGE VENIS – VENICE INFORMATICA E SISTEMI S.P.A. – VENICE – ITALY

## EFFICIENCY

SUPPORT THE PROLIFERATION OF EXPERTISE IN APPLICATION DEVELOPMENT OF HARDWARE, FIRMWARE, SOFTWARE AND DESIGN

## PERSONAL

DRUMS + JAZZ MUSIC + THEATRE + TANGO  
TENNIS + BIKING + CANOEING  
CHESS

## LANGUAGES

ENGLISH – WRITTEN AND SPOKEN  
FRENCH – WRITTEN AND SPOKEN  
ITALIAN – NATIVE LANGUAGE







# ALBERTO PIEROTTI

CTO  
R&D AND PRODUCT DEVELOPMENT  
HARDWARE DESIGN ENGINEER

30.06.1971  
CAMBRIDGE – MASSACHUSETTS  
ALBERTO.PIEROTTI@DEED.TECH  
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## INSTRUCTION & TRAINING

**2001** DOUBLE MAJOR IN HIGH FREQUENCY ELECTRONICS AND DIGITAL ELECTRONICS

**1995/2000** MSEE UNIVERSITÀ DEGLI STUDI DI FIRENZE – ELECTRONICS AND DIGITAL ELECTRONICS – FLORENCE

**1990/1995** BSEE UNIVERSITÀ DEGLI STUDI DI FIRENZE – FLORENCE

## WORKSHOP

**2009/2012** ISO 13485 AUDITOR

**2015/2017** ISO 9001 AUDITOR

**2016/2020** MEMBER OF THE ILLUMINATING ENGINEERING SOCIETY

**2018/2020** MEMBER OF THE INDUSTRY ADVISORY COUNCIL TUFTS UNIVERSITY

**2017/2020** MEMBER OF THE LIGHT AND HEALTH ALLIANCE RENSSELAER  
POLYTECHNIC INSTITUTE

## WINNER AWARDS

**2016** RED DOT AWARD FOR PRODUCT DESIGN EXCELLENCE – WHOOP STRAP

**2017** LIT LIGHTING DESIGN AWARDS PRODUCT OF THE YEAR 2017

LUMNPULSE LUMENCOVE NANO 2

**2018** RED DOT AWARD FOR PRODUCT DESIGN EXCELLENCE

LUMENPULSE CYLINDERS

**2018** LEDS MAGAZINE SAPPHIRE AWARD – LEDVANCE SMART + LED  
FILAMENT BULB

**2020** GERMAN INNOVATION AWARD 2020 – LEDVANCE BIOLUX HCL SYSTEM

## TECHNICAL SKILLS

OVER 15 YEARS OF EXPERIENCE IN PRODUCT DEVELOPMENT, NEW  
TECHNOLOGY INTRODUCTION AND STRATEGIC INNOVATION IN MULTIPLE  
SECTORS AND IN VARIOUS ENTERPRISE REALITIES, FROM SINGLE-DIGIT  
STARTUPS TO GLOBAL CORPORATIONS

## NOTABLE PRODUCT LAUNCHES

**2009** FIRST FULL-COLOR 3D PRINTER (ELECTRONICS DESIGN LEADER)

**2011** FIRST ANDROID-BASED PORTABLE MULTI CHANNEL ANALYZER

**2013** FIRST WIRELESS SURGICAL PROBE FOR RADIOACTIVE-MARKER-DETECTION

**2015** FIRST WRIST-WORN WEARABLE TO TRACK HEART RATE VARIABILITY

**2017** FIRST BLE MESH CERTIFIED DEVICE

**2019** FIRST BLE MESH DEVICE DIRECTLY INTEGRATED ON GOOGLE ASSISTANT

## EXPERIENCES

**2000/-** CTO – CHIEF TECHNOLOGY OFFICER – DEED S.R.L. – TURIN – ITALY

**2017/2020** HEAD OF R&D/HEAD OF SMART BUSINESS – LEDVANCE LCC –  
WILMINGTON – MA

**2015/2017** DIRECTOR OF ENGINEER – LUMENPULSE – BOSTON – MA

**2013/2015** DIRECTOR OF HARDWARE – WHOOP INC. – BOSTON – MA

**2009/2013** PRINCIPAL ENGINEER – DYNASIL PRODUCTS – WATERTOWN – MA

**2006/2009** SENIOR ELECTRICAL ENGINEER – Z CORPORATION – BURLINGTON – MA

**2004/2005** HARDWARE DESIGN CONSULTANT – ALMA ID – BURLINGTON – MA

**2001/2004** HARDWARE DESIGN ENGINEER – GDA TECHNOLOGIES – HUDSON – MA

**2000/2001** ELECTRICAL ENGINEER – MESA SECURITY – AREZZO – ITALY

**1998/2000** ELECTRICAL ENGINEER – INSTITUTE FOR QUANTUM ELECTRONICS –  
FLORENCE – ITALY

## EFFICIENCY

TURNING IDEAS INTO PRODUCTS FROM A TO Z

## PERSONAL

TRAVEL + HIKING + WINTER SPORTS + COOKING

## LANGUAGES

FRENCH – WRITTEN AND SPOKEN

SPANISH – WRITTEN AND SPOKEN

ENGLISH/ITALIAN – BILINGUAL

