



## GUEST SPEAKERS

**Charles Versaggi, Ph.D.,**  
MTB Boot Camp Director,  
Program Moderator



Dr. Versaggi is president of Versaggi Biocommunications® (San Francisco Bay Area), a consultancy serving the corporate marketing and communications needs of life science companies.

With nearly 30 years of strategic marketing and communications experience, he helped launch a number of industry. He recently served as co-chairman of the board for VascularCures — the Foundation for Accelerated Vascular Research at the University of California San Francisco.

**Alberto Onetti, Ph.D.,**  
Chairman Mind the Bridge  
Foundation



Alberto Onetti is Professor of business administration and innovation management at the Department of Economics of the Insubria University. He is Head of the CrESIT Research Centre since its inception. He acts as Pro-Rector for innovation and academic high-tech spin-offs.

Since 2006 he is Visiting Professor at San Francisco State University. He's also Chairman and Board Member of Mind the Bridge Foundation.

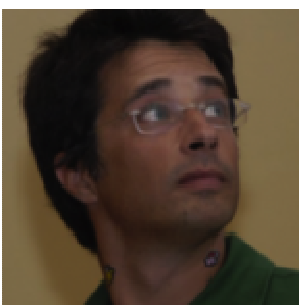
He is a seasoned serial entrepreneur with a strong focus in corporate strategy and corporate finance. Among the others, he co-founded Funambol, Inc., an open mobile source company in Foster City, CA.

**James C. Roberts III**  
Lawyer & Managing Partner,  
Global Capital Law Group



Mr. Roberts is the managing partner of the law firm, Global Capital Law Group, and CEO of its affiliated strategic consulting firm, Global Capital Strategic Group. He tries to bring law into the strategic realm because, too often, management views it as a cost center and an impediment to implementation. On the consulting side, he works with his colleagues to develop strategies that can be implemented and then implement them. Look for his work (in both law and consulting) on startups, venture capital, licensing, international expansion and mergers & acquisitions in digital media and technology, cleantech and other advanced technology initiatives, especially those that cross borders.

**Marco Magnocavallo,**  
Co-Founder at Bloglo  
and Wikli



Mr. Magnocavallo is a serial entrepreneur, product manager and technology executive. The last company he founded Bloglo, became the most visited vertical blog network in Europe with more than 11 ml/uu month with activities in 5 countries. He is also an angel investor and in many cases a board member. He has currently invested in companies in the US, UK and in Italy including: WebMynd, NextDigest, NoiseToys, Fubles and Iubenda. In these deals he has co-invested with great investors like 500 Startups/Dave McClure, Founders Found, Paul Graham, Kauffman Foundation and dPixel. He is also a startup mentor and panelist at many events and have been covered in Techcrunch, Read/Write Web, Alarm Clock, Corriere della Sera, Repubblica, Wired.

**Serena Orizi per Mind the Bridge Foundation**

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**Massimo Ciociola**, Founder  
& CEO at MusiXMatch



Mr. Ciociola is founder and CEO of MusiXMatch, a new startup focused on Music + Online Ads Platform.

He has more than 11 years worldwide experience in Mobile Entertainment and Music Market. In 1999 he founded one of the first Mobile Entertainment player: Wireless Solutions spa, then part of DADA Group in 2001 (DA.MI). He has built and managed relationship with more than 35 mobile carriers worldwide (TIM Brazil, Telecom Italia Group, Telefonica, Vodafone, etc.). In addition to that he managed global deal with Sony Music, Warner Music, Universal Music, The Orchard and top content sourcer like EA, Glu Mobile, Apple, etc.

**Pietro Bezza**, Co-Founder &  
CEO at Neo Network



Pietro is a passionate entrepreneur turned venture capital investor. He is active angel investor in Picklive, PluggPlus, FourThumbs, Dri Dri; is member of IAG; is Mentor at Seedcamp and Oxygen Accelerator. Currently Pietro is working to build a new European venture fund specialized in Digital Media.

In 2000, Pietro founded Neo Network, where in the role of CEO brings a garage born start up to be one of the international leader in Digital Entertainment with > 30€M annual turnover via an organic, diversified and global growth. After acquisition of Neo Network by Magnolia, Pietro became Magnolia shareholders and cooperated to acquisition process of Magnolia by Zodiak Media (De Agostini Group).

**Stefano Maruzzi**, Country  
Director, Google Italy



Since 1995 Stefano Maruzzi has explored the Internet, initially as a new development platform, then as a medium and communication tools.

After eight years at Microsoft where he kick started MSN as Country Manager and then led Content Strategy for all international MSN markets, he moved to Condé Nast as president of International Internet business.

He landed at Google Italy at the end of 2009 as Country Director.

A journalist and book writer, Stefano is passionate about technology and media.

**Piero Bassetti**, President  
of the Giannino Bassetti  
Foundation



Piero Bassetti (Milan, Italy, 1928) is currently President of the Giannino Bassetti Foundation, the purpose of which is the study of "responsibility in innovation" and of Globus et Locus, an association of institutions whose objective is to analyse global and local relations and to promote initiatives on the "new global populations," including the global affirmation of the 250 millions of Italicis. He was the first President of the Lombardy Region and Member of Italian Parliament. Former President of the Chamber of Commerce of Milan, and of the Union of Italian Chambers of Commerce, he was also President of the Association of Chambers of Commerce Abroad (CCIE).

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