

# Cesare Pisani

Mobile +39 3351238675

[cesare.pisani@icloud.com](mailto:cesare.pisani@icloud.com)

<http://www.linkedin.com/in/cesarepisani>

Citizenship: Italian

Permanent Address:

Via Val di Lanzo, 85

00141 Rome (Italy)



## Summary

C-Level International ICT Executive. MEE (Summa cum Laude), MBA. Developed and Managed Businesses in the EMEA and in Latin America. Very Energetic, Hand on Leader. Tech Enthusiast. Made San Marino first 5G State in the world. Successfully Launched Global Mobile on Satellite Leo, VoIP, FTTC, FTTH, 5G Mobile, Cloud, Proximity Services. Excels in Energizing and Committing people. Superior performance in multi-cultural Business Environments. Fluent in English, Italian, Spanish, French. Highly recognized for exceeding expectations. Outstanding Communication Skills. University Professor. First-class Public and Media Speaker. Athletic Person; regularly practices various sports at pro level. Married with four children.

## Work Experience

Sept 2020 to date **Contract Professor** lecturing at the following universities on Digital Economy, Disrupting Innovations, Artificial Intelligence, Social Networks, Blockchain and Cryptocurrencies, Cybersecurity, ERP and Cloud, Leo Sat TLC, 5G, Industry 4.0

**Università degli Studi “La Sapienza” Roma**

***Dipartimento di ingegneria dell’Informazione, Elettronica e Telecomunicazioni***

PhD level course: “Management in the Digital Economy” years 2022- 2023-2024

**Federico II - 5G Academy** on Innovation and Digital Economy graduate students. Year 2023

**Cabot University** *Management in the digital Economy* Summer I 2023-Spring 2024

**Swiss School of Management Professor** and International Faculty Member years 2020-2023

Sept 2019 to date **Start-up Mentor & Consultant on TMT** for Telecom Operators, Government Agencies, Telecommunication Vendors. Projects: 5G Deployment, Blockchain; Artificial Intelligence; Digital Regulation

Sept 2003 to Jan 2019 **Telecom Italia Group** holding the following positions:

***TIM San Marino SpA*** Republic of San Marino [www.telecomitalia.sm](http://www.telecomitalia.sm)

***Chief Executive Officer***<sup>1</sup>

Turned around a loss making ICT undertaking making it the **Living Lab** of TIM Group.

Increased revenues fivefold to €83M with Ebit €1.5M. Spun-off international activities. Involved in Start-ups and Venture operations. Services: VoIP, FTTC, FTTH, 5G Mobile, Cloud, Proximity Marketing Services. Global Wholesale Voice over IP and retail VoIP; prepaid calling cards; Internet and data services.

Achievements: **San Marino the first 5G State in the World**; launched FTTC-FTTH and getting 98% UBB market (FTTC, FTTH); launched TLC Ethnic Service in 20 countries; first VoIP International Carrier in Europe per volume of traffic.

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<sup>1</sup> Joined the company on September 2003 as COO; appointed CEO on November 2008

# Cesare Pisani

## **Telefonia Mobile Sammarinese**

### ***President***

Mobile Operator in the Republic of San Marino, subsidiary of TISM; €7M Ebit €1.7M

## **Intercall SA Paris France (from August 2005 till august 2008)**

***Managing Director and Executive Board Member*** pre-paid operator quoted on the French Stock Market (CAL:EN Paris). Restructured the business and sold the it to Iliad-Free, French TLC Operator. Services: MVNO & B2B TLC.

Nov 2002 Sept 03

## **Synergia 2000 SpA Milan Italy**

### ***Managing Director - Telecommunications and ISP Division***

Turned around a loss making division

Jun 2000 Nov 2002

## **Vocaltec Communication Ltd**

### ***President and CEO EMEA***

Responsible for the Sales development and Operations for Vocaltec Ltd Telecommunications equipment manufacturer (NASDAQ CALL). Developed and Implemented Sales and Distribution in the EMEA Region. Established 5 Subsidiaries. Recruited and managed Country Managers, Sales Executives and Engineers. Doubled sales; made EMEA Vocaltec's bestperforming region.

Apr 1996 Jun 2000

## **Telecom Italia group Rome Italy:**

### **Iridium Argentina Buenos Aires, Argentina**

#### ***President and CEO***

Managed the implementation of Iridium in Latin America - South Region. Acquired all Licenses from the Regulatory Authorities. Identified and implemented the marketing and communication strategies. Developed and managed direct and indirect distribution channels. Established alliances with Cellular operators. Public and Media Speaker in Latin America. Qualified Iridium South Region the best performing region of Iridium Global Undertaking.

May 1992 Apr 1996

## **Telespazio Satellite Operator of Telecom Italia FT 500 Telecommunication group Rome, Italy**

### ***International Business Development Director***

#### ***Strategic Planning Manager***

Developed Partnerships and J/V in India and Asia Pacific.

Nov 1988 Apr 1992

## **Philips Fortune 100 Electronics group Rome, Italy**

### ***Marketing and Sales Director***

***Managed Multi-million sales to Defence, Air Traffic Control and Law Enforcement Agencies***

Dec 1986 Nov 1988

## **Italairport Airport Consulting Milan, Italy**

### ***Project Manager & Head of Telecommunication Department***

Feb 1983 Dec 1986

## **University of Naples Naples, Italy**

### ***Professor***

## **Education**

1983

**MSc - Master of Electronic Engineering , Naples, Italy**

**Summa Cum Laude - First Class Honor degree Telecommunication**

1986

**MSc on Innovation – Master Milan Polytechnic Italy**

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1993 **MBA - Master of Business Administration**, Open University, United Kingdom  
Finance and International Marketing

## **Professional Training**

**International Marketing Strategies** with Philip Kotler Kellogg School, Ill. USA  
**European Executive Programme** (1 year) Henley College, Henley UK  
**Marketing Management**, Bocconi University of Milan Italy

## **Languages** **Personal**

**English, French, Spanish, Italian (native)**  
**Sports enthusiast; leader; out-spoken; motivator.**

## **Miscellaneous**

**Author of dissertations in telecommunication and marketing. Excellent Speaker: experience as University Professor; delivered presentations on Marketing and Telecommunication at several conferences.**

## **Military:**

**Air Force, rank First Lieutenant.**

## **Memberships**

**Society of Logistic Engineers; Italian Air Force Officers (Reserve), AMBA (British Association of MBA; Open University Alumni; Polytechnic of Milan Alumni**

# Cesare Pisani

## Publications, Conferences, Specialized Press Articles

- O.M. Bucci, P. Corona, I. Pinto and C. Pisani: "*Representation of Fields Scattered by Random Rough Surfaces in terms of Cardinal Series*"; Ist. Elettrotecnico Università di Napoli, Internal Report, 1983.
- P. Corona, I. Pinto and C. Pisani: "*The Use of Cardinal Series in the Statistical Description of Direct and Inverse E.M. Scattering from Random Rough Surfaces*"; R.C.P. Rencontre Interdisciplinaire sur les problemes inverses, Montpellier, November 1983.
- O.M. Bucci, I. Pinto and C. Pisani: "*E.M. Scattering from Random Rough Surfaces*"; National Meeting on Applied Electromagnetics, Saint Vincent, 1984.
- P. Corona, C. Gennarelli and C. Pisani: "*A numerical Model of the Field Scattered from a statistically Rough Surface*"; Annals of the I.U.N., Vol. LIII, Napoli, 1984.
- C. Gennarelli and C. Pisani: "*Numerical Simulation of the E.M. Scattering from Random Rough Surfaces - Computer Code manual*"; I.O.E. Napoli 1984.
- C. Pisani: "*The Remote Sensing exploitation in Environmental Diagnosys*"; Course Notes IUN - Napoli, 1986.
- M.H. Jones: "*Elettronica dei Circuiti*" Ulrico Hoepli, 1990; Italian edition of "A practical Introduction to Electronics Circuits" Cambridge University Press, Translation and Adaptation by L. Cascio and C. Pisani.
- C. Pisani: "*Il tecnico nell'ambiente Industriale dell'Assistenza al Volo*" (The Engineer and the ATC Industrial Environment); 1st ANTAV National meeting, Rome Oct. 1990.
- C. Pisani: "*L'Aviazione Civile ed i suoi FANS*" (Civil Aviation's FANS), VOLABILITÀ, Registro Aeronautico Italiano, Dec. 1990.
- C. Pisani: "Aspetti evolutivi del Ruolo del satellite nell'ambito della tecnologia dell'Informazione" Rapporto FTI 1992 pag. 235
- C. Pisani: "*The Role of Satellite in the developing world*" *Global Forum on Telecommunication New Delhi India march 1995*
- C. Pisani: "El Primero Sistema Global de Telecomunicaciones" – Simposio de Comunicaciones Satellitales 26 Aug 1997 Universidad de Buenos Aires

# Cesare Pisani

- C. Pisani: *“Global Telephony: The Future is now”* Act of GSMA Conference Santiago de Chile March 1998
- C. Pisani: *“El Marketing de los Servicios Globales Moviles de Telecomunicaciones”*; Estrategia de Marketing en Telecomunicaciones 27 mayo 1998 Buenos Aire Argentina
- C. Pisani: *“Introducción a la comunicación satelital”*; curso Escuela de Postgrado en Ingenieria de Telecomunicaciones – Istituto Tecnologico de Buenos Aires Julio/Agosto 1998
- C. Pisani: *“Iridium 1998 el año del contacto”* X Seminario Satelital CADAS '98 Camera Argentina de Desarrollo y Aplicaciones Satellitales 28 agosto 1998
- C. Pisani: *“Introduction au marché de la Voix sur IP en Europe et en France”* Conference Marseille 3 avril 2001
- C. Pisani: *“Managing International Project”* – Project Management Forum June 12-13 2003 Milan Italy
- C. Pisani: *“Vivo con la valigia sotto il letto”* – *Storie di Imprenditori* Fixing ANIS Anno XXIV N. 38 ottobre 2016
- C. Pisani: *“Livein.sm a case study”* post-graduate course on the *“Design of Human Interface”* Università di San Marino January – June 2017
- C. Pisani: *“Il Primo Stato in Europa a prestazioni 5G”* Fixing ANIS Anno XXV N° 28 luglio 2017
- C. Pisani *“The first 5G state in Europe”* special postage stamp and coin - ETSI and Government of SM. November 2018
- C. Pisani *“5G-enabled Industry 4.0”* TIM and ROBOPAC first 5G Smart Factory in San Marino – September 2018
- C. Pisani Seminar on *“The Digital Economy – Challenges and opportunities”* Post Graduate School - Dept. of Engineering University of Sannio at Benevento March 6, 2018”
- C. Pisani Industry 4.0 - Panel The XXXIV annual meeting of the Electrotechnical Researcher Scientists Rome June 14 2018;
- C. Pisani: *“5G in San Marino”* – ETSI - European 5G Infrastructure Roundtable - 25th September 2018, Brussels;

# Cesare Pisani

## **Engineering Projects – Itairport – In charge of ATC and TLC Part**

- Piano Regolatore del nuovo Aeroporto di Arezzo. Dicembre '86.
- Progetto Esecutivo "Nuovo Aeroporto Intercontinentale Yaoundè-Nsimalen, Cameroun", 86/87.
- Preliminare dell'aeroporto Internazionale di Ziguinchor, Senegal (1986).
- Progetto per la costruzione del nuovo Centro Regionale di Assistenza al Volo di Brindisi 1987.
- Coordinamento Direzione lavori per l'aeroporto Baffoussam (Cameroun) 86-87-88.
- Coordinamento Direzione lavori per l'aeroporto dell'Isola del Sal (repubblica di Capo Verde) 86-87-88.
- Studio di Compatibilità del Progetto del Nuovo Ponte di Genova con le operazioni di volo e con i sistemi Nav aids dell'aeroporto Cristoforo Colombo, 1988.
- Studio di fattibilità di una nuova pista secondaria strumentale nell'aeroporto di Milano-Linate, 1988.
- Studio di fattibilità per la realizzazione di un nuovo aeroporto di III livello Maratea, 1988.

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## References