

GUIDO MEAK

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Italian citizen — US E2 visa

EXPERIENCE

Digital Strategy Consulting 2012 – Current
Consults on strategy and implementation over digital projects spanning e-commerce, CRM, omni-channel, digital transformation, tech design, education. Worked with clients such as Benetton Group, IKEA, ICIX, LCI.

University of Torino – Economics and Management faculty Current
• Contract Professor of “Digital Entrepreneurship” – www.ecoman.unito.it/do/corsi.pl/Show?id=9r2m

IAAD – The Italian University for Design – iaad.it/en/innovation-design 2018 - Current
• Coordinator of the Master in Innovation Design.

i3p Polytechnic of Turin – Innovative Companies Incubator – i3p.it 2018 - Current
• Entrepreneur in residence.

Nembol – E-commerce retail automation – nembol.com 2013 – Current
• Founder and CEO. Nembol is based in Silicon Valley and builds software platforms enabling retailers to publish products on multiple online channels and brands to distribute content to resellers and monitor their online activity.

USAC – US Study abroad Consortium – Education – usac.edu 2012 – 2014
• Designed and delivered the course “International Digital Commerce” to 4th year US and Erasmus undergrads.

Zerogrey (now Koomo) – E-commerce enabling for brands – koomo.com 2002 – 2012
• Co-founder and CEO. Zerogrey builds and runs online stores for brands, with offices in Italy, Ireland, the US, China.
• Red Herring 2012 Top-100 Global Technology companies. Winner – redherring.com/events/top-100

Diadora-Invicta – Sport footwear and apparel 2000 – 2002
• Internet Manager. Managed the team developing all Internet projects: consumer, business and intra-company.

BizCash – Online payment system 1999 – 2000
• Inventor, co-founder, CEO. BizCash worked similarly to PayPal today but used scratch cards as a cash provision tool.
• Breakthrough for the time, BizCash signed a term sheet for a venture capital raise with a major Italian national bank.

Ernst & Young Corporate Finance – Finance advising 1999 – 2000
• Analyst. Extra-ordinary finance for Medium Enterprises: M&A, Business Planning, 2nd round financing.

EDUCATION

Stanford University (Stanford, CA) 1999
• Visiting Scholar. Internet Economics. Researched on problems and solutions of on-line payment methods.

London School of Economics and Political Science (London, UK) 1996 – 1997
• M.Sc. Economics. Dissertation on incentive compatibility of the European Economic and Monetary Union.

University of Torino (Turin, IT) 1991 – 1996
• Laurea (B.S.) in Economics and Business. 110 / 110 cum Laude (summa cum laude).

SPORT

• Italian National Ski Team — Mogul skiing F.I.S. Europa Cup 1997 – 1999