CURRICULUM VITAE — ENGLISH

Andrea De Cristofaro

AI Product & Innovation Leader · Head of Product · B2B SaaS · Digital Transformation

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PROFILE 01

AI Product & Innovation Leader with experience in the strategy, development and launch of B2B SaaS products, with a particular focus on artificial intelligence applications in professional and regulated settings. I lead multidisciplinary teams and manage the full product lifecycle: from discovery to roadmap, from delivery to go-to-market and customer onboarding. I have helped build AI platforms for tax and welfare services and co-founded a MedTech company, taking a digital product from concept to commercialisation. I combine product vision, technology understanding and business focus.

15	4	95%	+20%
people in a remote cross-functional team	AI & B2B SaaS platforms led	Morphogram customer retention	yearly revenue growth

EXPERIENCE 02

2023 — Present
15-person team

Head of Product & Portfolio Manager

IBC Srl — Milan

— Own the portfolio of AI-driven SaaS platforms for tax, welfare and professional services: AI Studio, the 50&Più Tax Assistance & Social Security Services Suite, the Assocaaf Suite and the UIL pilot.

— Define product vision, roadmap, priorities and use cases with internal stakeholders, clients and partners.

— Functionally coordinate a 15-person multidisciplinary team across AI, backend, frontend, UX and marketing; run backlog, sprints and Agile delivery.

— Oversee Generative AI and LLM use cases from requirements to validation and release.

— Run Time & Material project governance, demos, onboarding and ongoing client relations.

2026 — Present
Impact & Social Startup

Advisor

In&Valid — Social-impact startup (via IBC Srl)

Strategic and operational advisory for the social-impact startup In&Valid, focusing on business model, go-to-market, product and partnerships within activities carried out with IBC Srl.

2026 — Present
Startup Mentorship

Mentor

NanaBianca — Incubator & Accelerator

Mentor for NanaBianca, a startup incubator and accelerator: supporting founders and teams on product definition, business model and go-to-market.

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2018 — Present
95% Retention

Co-Founder & CEO

Nubentech Srl (Morphogram) — Roseto degli Abruzzi

— Co-founded and grew a MedTech startup; conceived Morphogram, a SaaS solution for anthropometric and body-composition analysis.

— Coordinated development of the product and proprietary algorithm, the UX/UI and the evolution of the business model.

— Managed scientific validation (peer-reviewed publication in Clinical Nutrition ESPEN, 2025), Medical Device certification and international patent application WO 2023/069605.

— Led sales and go-to-market, with 95% customer retention and 20% yearly revenue growth.

2015 — 2023
New markets

Co-Founder & Business Development Manager

Nuben Srl — Giulianova (TE)

Built new services in clinical nutrition consulting and launched Nutrizionista In Cloud.

2013 — 2015
E-commerce

Key Account Manager & E-commerce Lead

Liscianigiochi Srl — Teramo

Built the liscianigroup.com e-commerce and led online sales, EU and non-EU exports.

2010 — 2013
4,000+ partners

Key Account Manager

Hostelworld.com Ltd — Dublin, Ireland

Key account for 4,000+ partners across Europe and Latin America; refund requests cut by 10%.

FUNDING & GRANTS

03

2021 — 2023

Smart&Start Italia Grant — Invitalia
Nubentech Srl — Invitalia programme
Secured and managed single-handedly the Invitalia Smart&Start Italia grant for Nubentech: business plan, application, full documentation package, agency relations and complete expense reporting through to final disbursement.

SKILLS

04

Product & Business
Product Strategy
Product Discovery
Roadmap & portfolio
Go-to-market
B2B SaaS
Business model

AI & Technology
AI Product Management
Generative AI & LLMs
AI Governance (AI Act)
Prompt Engineering
UX/UI coordination

Leadership & Delivery
Remote cross-functional teams
Agile / Scrum
T&M project governance
Stakeholder management
OKR & KPI

LANGUAGES
Italian — Native · English — Professional · Spanish — Professional · French — Intermediate

EDUCATION

05

2002 — 2008

Bachelor's Degree in Communication
Roma Tre University

2009 — 2010

Erasmus — Université catholique de Louvain
Louvain-la-Neuve, Belgium

2019

Global Startup Program — ABC Accelerator
Italian Trade Agency / MISE — Ljubljana

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2022	**EIT Interseed Bootcamp** European Innovation & Technology — Paris
2022	**AC75 Accelerator Program** AC75 / SOSV & CDP — Ancona

PROJECTS

Houdini Privacy Gateway	Operative access point for using LLMs with total security: it anonymises sensitive data from images, documents and text before they are sent to the models, protecting your data and your clients' data.
Morphogram	Cloud anthropometric software for body composition analysis. Certified Medical Device.
Smart Tender	AI platform automating research and drafting of public tender applications.
AI Studio	Multi-tenant AI platform for tax assistance centres, social security and welfare assistance organisations, and professional firms.

PUBLICATIONS & AWARDS

2025	**Morphogram — peer-reviewed publication** Clinical Nutrition ESPEN
2023	**International patent application WO 2023/069605** WIPO
2021	**Il Mio Navigatore Nutrizionale** Published by Nuben Srl
2024	**America Innovation Award** Italia USA Foundation
2021	**Hacking Obesity Europe — Winner** Novo Nordisk
2020	**Univenture Award** University of Pavia

COMMUNITY

Technovation Girls	**Judge — Technovation Girls** Supporting the association as a judge in national competitions for international talent selection.

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