

ANDREA DE
CRISTOFARO

AI Product Leader · Head of Product · B2B SaaS

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■ PROFILE

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I am a product leader with a result-driven approach and a lean-startup mindset. I manage products end to end: from market analysis, product vision and roadmap definition to technical delivery, customer onboarding and commercial enablement. My background combines product management, entrepreneurship, sales, marketing and project governance. I have led AI-driven SaaS initiatives for tax and professional-services organisations and co-founded a MedTech company with a certified digital product, a peer-reviewed scientific publication and an international patent application.

■ EXPERIENCE

02

2023 — Present
AI & B2B SaaS

Head of Product & Portfolio Manager

IBC Srl — Milan

Lead development and launch of AI-driven SaaS platforms for tax and professional services: CAF & Patronato 50&Più Suite, UIL pilot project (AI in 730 tax workflows), Assocaaf Suite and AI Studio (multi-tenant AI platform). Product vision & roadmap, cross-functional leadership (AI / Backend / Frontend / UX), agile backlog and sprint management, Time & Material project governance, client demos and onboarding.

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.

2018 — Present
95% Retention

Co-Founder & CEO

Nubentech Srl (Morphogram) — Roseto degli Abruzzi

Co-founded and developed Morphogram, an anthropometry-based cloud method for metabolic risk screening and body composition assessment. Medical Device certification, SaaS business model, proprietary algorithm coordination, UX/UI design and international go-to-market. 95% customer retention and 20% year-over-year revenue growth.

2015 — 2023
New markets

Co-Founder & Business Development Manager

Nuben Srl — Giulianova (TE)

Built new services and market opportunities in clinical nutrition consulting. Designed and launched Nutrizionista In Cloud, ran digital and print marketing and communication, and managed organisation, recruiting and fundraising for online and offline training events.

2013 — 2015
E-commerce

Key Account Manager & E-commerce Lead

Liscianigiochi Srl — Teramo

Managed the development of the new liscianigroup.com e-commerce and led the e-commerce sales division. Intra and extra-EU exports, online and offline marketing campaigns.

2010 — 2013
4,000+ partners

Key Account Manager

Hostelworld.com Ltd — Dublin, Ireland

Key account for 4,000+ partners across Southern and Central Europe and Latin America. Problem solving on no-shows, accommodation issues and refunds, cutting refund requests 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 Strategy
- AI Product Management
- Generative AI
- B2B SaaS
- Cross-functional Team Leadership
- Remote Team Management (15 people)
- Go-to-market Strategy
- Agile / Scrum
- T&M Project Governance
- UX/UI Coordination

LANGUAGES

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

EDUCATION

05

2002 — 2008

Bachelor's Degree in Communication

Roma Tre University

2006 — 2007

Erasmus — Université catholique de Louvain

Louvain-la-Neuve, Belgium

2019

Global Startup Program — ABC Accelerator

Italian Trade Agency / MISE — Ljubljana

2020

UP Idea! Startup Program

Reggio Emilia Tech Hub / LVenture

2022

EIT Interseed Bootcamp

European Innovation & Technology — Paris

2022

AC75 Accelerator Program

AC75 / SOSV & CDP — Ancona

PROJECTS

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|------------------------|--|
| Morphogram | Cloud anthropometric software for body composition analysis. Certified Medical Device. |
| Nutrizionista In Cloud | Online nutrition service for patients and practitioners. |
| Smart Tender | AI platform automating research and drafting of public tender applications. |
| AI Studio | Multi-tenant AI platform for CAF, patronati 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
2021	Hacking Obesity Europe — Winner Novo Nordisk
2020	Univenture Award University of Pavia
2024	America Innovation Award Italia USA Foundation

■ COMMUNITY

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