

ANDREA DE CRISTOFARO

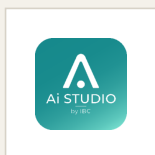
AI Product Leader · Head of Product · B2B SaaS

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A selection of digital products, AI platforms and web projects led end to end: strategy, discovery, technical delivery and go-to-market.

■ SELECTED WORK

01



01 AI · B2B SAAS · REGULATED INDUSTRIES

AI Studio

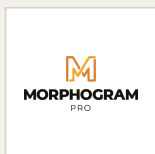
CONTEXT

Multi-tenant AI platform for CAF, patronati and professional firms: document automation and AI assistants embedded in tax workflows.

ROLE & CONTRIBUTION

Head of Product: vision and roadmap, AI use-case definition, cross-functional team leadership (AI, backend, frontend, UX), delivery and customer onboarding.

LINK: aistudioweb.it



02 MEDTECH · SAAS · DIGITAL HEALTH

Morphogram

CONTEXT

Digital platform for body-composition assessment, with a certified product, a peer-reviewed scientific publication and an international patent application.

ROLE & CONTRIBUTION

Co-founder and product owner: from idea validation to a certified product, managing development, intellectual property and go-to-market.

LINK: app.morphogrampro.com



03 GENERATIVE AI · PUBLIC TENDERS

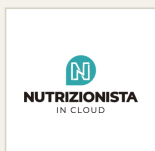
Smart Tender

CONTEXT

AI platform automating tender discovery and the drafting of application documentation for public procurement.

ROLE & CONTRIBUTION

Product lead: problem framing, AI workflow design, prototyping and validation with users and stakeholders.



04 DIGITAL SERVICES · NUTRITION

Nutrizionista In Cloud

CONTEXT

Online nutrition service designed for patients and practitioners, with digital intake and follow-up journeys.

ROLE & CONTRIBUTION

Product and business design: service model, user experience and commercial activation.

50

05 B2B SAAS · TAX AND WELFARE SERVICES

CAF & Patronato Suite — 50&Più

CONTEXT

Management suite for the 50&Più CAF and patronato network, digitalising tax workflows at national scale.

ROLE & CONTRIBUTION

Head of Product: roadmap, backlog, agile sprints and project governance.

AC

06 B2B SAAS · TAX SERVICES

CAF Suite — Assocaaf

CONTEXT

Platform managing tax case files across the Assocaaf network, with automation supporting front-office operators.

ROLE & CONTRIBUTION

Product management, development coordination and production rollout.



07 WEB DESIGN · BRAND AND CONTENT

Web design — Morphogram, Nuben & ADC Consultings

CONTEXT

Design and development of morphogram.com, nuben.it and adconsultings.com: visual identity, UX and content.

ROLE & CONTRIBUTION

End-to-end design, development and editorial work.

LINK: morphogram.com · nuben.it · adconsultings.com

UI

08 APPLIED AI · TAX SERVICES

UIL pilot — AI in 730 tax workflows

CONTEXT

Pilot project introducing artificial intelligence into the workflows handling Italian 730 tax returns.

ROLE & CONTRIBUTION

Scope definition, technical coordination and validation of results with the client.