

ANDREA DE CRISTOFARO

Product Manager, Innovation Manager, Startup Founder & Consultant

10+ years designing, launching and scaling SaaS and AI solutions for regulated industries.

Profile / 01

Result-driven approach and lean-startup mindset. I own products end-to-end, from vision definition to technical delivery, go-to-market strategy and commercial enablement. Co-Founder of a MedTech startup with a peer-reviewed scientific publication and an international patent application. I speak four languages and bring a background in sales, marketing and project management.

Experience / 02

Head of Product & Portfolio Manager

AI & B2B SaaS

IBC Srl — Milan · 2023 — Present

Lead development and launch of AI-driven SaaS platforms for tax and professional services: CAF & Patronato 50Plus 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.

Co-Founder & CEO

95% Retention

Nubentech Srl (Morphogram) — Roseto degli Abruzzi · 2018 — Present

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.

Co-Founder & Business Development Manager

New markets

Nuben Srl — Giulianova (TE) · 2015 — 2023

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.

Key Account Manager & E-commerce Lead

E-commerce

Liscianigiocchi Srl — Teramo · 2013 — 2015

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.

Key Account Manager

4,000+ partners

Hostelworld.com Ltd — Dublin, Ireland · 2010 — 2013

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%.

Skills / 03

Product Strategy

SaaS B2B

T&M; Project Governance

CRM & Sales Enablement

AI for Regulated Industries

Agile / Scrum

UX/UI Design

AI Prompt Engineering

Languages

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

Education / 04

Bachelor's Degree in Communication, Roma Tre University

2002 — 2008

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

2019

UP Idea! Startup Program, Reggio Emilia Tech Hub / LVenture

2020

EIT Interseed Bootcamp, European Innovation & Technology — Paris

2022

AC75 Accelerator Program, AC75 / SOSV & CDP — Ancona

2022

Projects

Morphogram

Cloud anthropometric software for body composition analysis. Certified Medical Device.

Nutrizionista In Cloud

Online nutrition service for patients and practitioners.

EasyTax Pro

AI-driven cloud software for accountants and tax services.

AI Studio

Multi-tenant AI platform for CAF, patronati and professional firms.

Publications & Awards

Morphogram — peer-reviewed publication, Clinical Nutrition ESPEN

2025

International patent application WO 2023/069605, WIPO

2023

Il Mio Navigatore Nutrizionale, Published by Nuben Srl

2021

Hacking Obesity Europe — Winner, Novo Nordisk

2021

Univenture Award, University of Pavia

2020

America Innovation Award, Italia USA Foundation

2024

Community / 05

Judge — Technovation Girls

Technovation Girls

Supporting the association as a judge in national competitions for international talent selection.