

# Paolo Vissani

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## EDUCATION

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**Tor Vergata School of Economics**  
*Master's degree in Business Administration*

**Rome, Italy**  
*Sep 2023- Oct 2025*

- Final grade: **110/110 (cum laude)**
- Thesis: *"The Missing Middle: How SMEs Navigate AI Adoption"*
- Exchange program: CEU Cardenal Herrera, Valencia

**Alma mater Studiorum Bologna**  
*Bachelor's Degree in Economics, Markets and Institutions.*  
2023

**Bologna, Italy**  
*Sep 2019-Mar*

## EXPERIENCE

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**Underdogs.mov**  
*Video Editor*

*April 2023 – July 2023*

- Supported production of digital content for social media campaigns.
- Collaborated with creative teams to ensure **quality, consistency and timely delivery**.
- Contributed to process optimisation and format standardisation.

**Popup S.R.L.**  
*Growth Hacker & Shareholder*

*Mar 2022 – Feb 2023*

- Supported planning and execution of digital marketing initiatives.
- Contributed to **project coordination**, reporting and performance analysis.
- Prepared **business plans, investor decks and financial analyses**.
- Collaborated with internal teams and external stakeholders, including investors.

## PROJECTS

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**Ricordopersempre.com**  
*Product & Project Coordination*

*August 2024 – Present*

- Supported planning and coordination of activities for a QR-based digital platform.
- Worked with suppliers and IT teams to ensure delivery milestones were met.
- Contributed to **process definition, scheduling and stakeholder alignment**.
- Project profitable since first year and currently expanding internationally.

**Petpass.id**  
*Founder*

*May 2025 – Dec 2025*

- Launched an AI-powered digital platform standardizing veterinary data access, targeting a €750M market in Italy and France
- Incubated in BlueFactory, validated product-market fit through 1,000+ pilot tests, technology stack transferred to a major animal-health partner

## CERTIFICATIONS AND AWARDS

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**Accenture GenAI Lab** – Led a team of 5 people and Awarded most performing team with EduAdvisor (A Chatbot that address the NEET problem in Italy).

**Start-Cup Lazio Finalist**– Presented “CloudRenter” in the startup competition and winner of the ICT prize.

**Artificial Intelligence and Machine Learning** - FORPIN SCARL | February 2024

**Cybersecurity and Blockchain** - FORPIN SCARL | April 2024

**Marketing and communication** - IBMi | December 2022

**Learn Python 3 Course** - CODECADEMY | December 2022

**Spanish B2** - CLA TOR VERGATA | 2025

**English B2** - IELTS | 2023

## COMPETENCIES

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**Competences:** Project coordination & planning, Stakeholder communication, Data analysis & reporting, Agile fundamentals

**Tech:** Growth Hacking , Web Development & E-Commerce (WordPress, Shopify), Web marketing (Meta Ads, Tik Tok Ads e Google ads) , Video Editing, Python, Vibe Coding (Next.js, MySQL, ), Gen AI & AI Automations (AI Avatars, LoRA, N8N) , Microsoft Office & presentation tools

**Lenguages:** Italian (Native), English (C1), Spanish (B2)