



# MARCO ZUFFANELLI

Geek  
Business  
Developer  
CEO Coach

ITALIAN, MARRIED  
January 20th, 1962  
Florence -Italy

## SKILLS

CEO Coach

Data - Lover

Data Analytics, AI/ML

ESG Data Reporting

Product Strategy

Spoken/Writ. English

## CONTACTS

+39 335 302880

marco.zuffanelli@gmail.com

<https://www.linkedin.com/in/marcozuffanelli>

[x.com/ZuffanelliMarco](https://x.com/ZuffanelliMarco)

<https://marcozuffanelli.eu/>

[I authorise the treatment of my personal data according to the Italian Privacy act n°196/03] v.2025

## AT WORK

Experienced business leader with a strong technology background and an entrepreneurial spirit, specializing in business development/sales/presale. Proven expertise in Business strategy, Software Development, Data Analytics and monetization, AI/ML/LLM data. Skilled in market positioning, offering development, and sales strategy, with a focus on building C-suite relationships.

## EXPERIENCE

**Modefinance (a TeamSystem Company) | July 2024 – Present**

**Senior Business Advisor**

[www.modefinance.com](http://www.modefinance.com)

- Leading sales strategies for large international clients.
- Serving as an auditor for integration processes within TeamSystem during M&A phases.

**The Data Appeal Company (an Almawave Company) | 2019 – 2024**

**Senior Vice President EMEA Sales**

[www.datappeal.io](http://www.datappeal.io)

- Spearheaded enterprise-level sales across multiple industries.
- Led the coordination of sales activities in the EMEA region for big data solutions.

**Queen Mary, University of London | 2018 – Present**

**Research Officer** – Master Intellectual property Valorisation for Knowledge Exchange & Impact (KEI) with supervisor Prof. John L Taylor International Advisor of Centre for Commercial Law Studies

[www.qmul.ac.uk/](http://www.qmul.ac.uk/)

**Manageritalia | May 2018 – Present**

**President Manageritalia Toscana**

[www.manageritalia.it](http://www.manageritalia.it)

- MIT representing and leading a federation of over 46.500 executives and professionals in commerce, transport, tourism and advanced services across Italy.

**FONDIR | March 2024 – Present**

**Board Member**

[www.fondir.it](http://www.fondir.it)

- Contributing to the strategic direction of FONDIR, Italy's joint fund for continuous executive training recognized by the Ministry of Labour.

**Ephesoft Inc. (now part of Kofax) | 2015 – 2018**

**Chief Marketing Officer South EMEA**

[www.ephesoft.com](http://www.ephesoft.com)

- Managed sales and marketing operations across Southern Europe, Middle East and Africa.

**Kofax Inc. (now Tungsten Automation) | 2008 – 2011**

**Senior Director of Sales Italy**

<http://www.kofax.com/>

- Led the *Software & Solutions Team* in the Italian market and South EMEA region.

**Corollary Inc. (now Intel Corporation) | 1994 – 1996**

**Regional Sales Manager South EMEA**

- Directed C-BUS II operations for OEM clients in the region.

**ATI an Alitalia company | Jan 1988 – Feb 1989**

**European Pilot in command. Professional USA license CPL & ATPL**

## EDUCATION

**Master in Corporate Social Responsibility**, Alma Mater Studiorum – University of Bologna (2015)

**Leadership, Sales & Marketing, Finance**, Harvard Business School (2004 – 2006)

**Business & Managerial Economics**,

Singularity University – Mountain View, CA (1992)

**Statistics**, University of Florence (1985 – 1989)

## BEYOND WORK

Devoted to family and friends, I explore interests in technology, data-driven software development, automation, content creation, writing and sports like tennis and skiing. I find solace in tending my forest and following the technological evolution related to the world of commercial aviation in which I have worked.