



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

COO Manager

CONTACTS

+39 335 302880

marco.zuffanelli@gmail.com

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

x.com/ZuffanelliMarco

<https://marcozuffanelli.eu/>

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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 and CxO.

EXPERIENCE

Modefinance (a TeamSystem Company) | July 2024 – Present

Senior Business Advisor & COO

www.modefinance.com

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

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

Senior Vice President EMEA Sales

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/

Manageritalia | May 2018 – Present

President Manageritalia Toscana

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

- 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

COO & CMO Region South EMEA

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.