

# Cesare Pisani

<http://www.linkedin.com/in/cesarepisani>



## Summary

C-Level International ICT Executive. CEO, Vice President, Startup Mentor, Telecommunications, Artificial Intelligence, International Business, 5G, Space. MSC (Summa cum Laude), MBA. Developed and Managed Businesses in the EMEA and in Latin America. Very Energetic, Hand on Leader. Tech Enthusiast. Made San Marino first 5G State in the world. Successfully Launched Global Mobile on Satellite Leo, VoIP, FTTC, FTTH, 5G Mobile, Cloud, Proximity Services. Excels in Energizing and Committing people. Superior performance in multi-cultural Business Environments. Fluent in English, Italian, Spanish, French. Highly recognized for exceeding expectations. Outstanding Communication Skills. University Professor. First-class Public and Media Speaker. Athletic Person; regularly practices various sports at pro level. Married with four children.

## Work Experience

- Dec 2025 to date      **Co-Founder and Executive Partner at Jassa AI: Smart Towns and Schools of the Future.** A territorial innovation program using Generative AI to strengthen education, youth retention, and local development in small municipalities. The project builds tiered AI literacy and advanced skills across schools and communities, aligned with MIM 2025, GDPR, and the EU AI Act. JASSA AI positions schools as hubs for sustainable, locally developed AI applications in culture, tourism, and public services.
- Sept 24 to Jan 2025      **Technical and Partnership Director at NewNative.ai** a global leader in doing AI focused hackathons. Project: AI-based software solutions development to optimize and support the lifecycle of public sector networks in underserved regions. Client: GIGA Connect an ITU-UNICEF initiative to improve school connectivity worldwide.
- Sept 2024 to date      **Mentor at LabLab.ai** a community of start-ups creating products with state-of-the-art AI
- Sept 2020 to date      **Contract Professor** on Disrupting Innovations, AI, Blockchain, Quantum Computing, Cybersecurity, ERP and Cloud, Leo Sat TLC, 5G, Industry 4.0 at the following Universities  
**Università degli Studi “La Sapienza” Roma DIET - Engineering**  
PhD Course: “Management in the Digital Economy” year 2022- to date  
**Centre for Defence Higher Studies - DIET** Master in Strategy September 2024 to January 2026  
**John Cabot University Rome** Lecturer in *Management in the digital Economy* 2023 to date  
**Federico II - 5G Academy** on Innovation and Digital Economy graduate students, 2023 to 2025  
**Swiss School of Management Professor** and International Faculty Member years 2020-2023
- Sept 2003 to Jan 2019      **Telecom Italia Group** holding the following positions:  
**TIM San Marino SpA** Republic of San Marino [www.telecomitalia.sm](http://www.telecomitalia.sm)  
  
**Chief Executive Officer<sup>1</sup>**  
Turned around a loss making ICT undertaking making it the **Living Lab** of TIM Group. Increased revenues fivefold to €83M with Ebit €1.5M. Spun-off international activities. Involved in Start-ups and Venture operations.  
Achievements: **San Marino the first 5G State in the World**; launched FTTC-FTTH and getting 98% UBB market (FTTC, FTTH); launched TLC Services in 20 countries; first VoIP Carrier in Europe per volume of traffic.

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<sup>1</sup> Joined the company on September 2003 as COO; appointed CEO on November 2008

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## **Telefonia Mobile Sammarinese**

### ***President***

Mobile Operator in the Republic of San Marino, subsidiary of TISM; €7M Ebit €1.7M

**Intercall SA Paris France** (from August 2005 till august 2008)

**Managing Director and Executive Board Member** pre-paid operator quoted on the French Stock Market (CAL:EN Paris). Restructured the business and sold the it to Iliad-Free, French TLC Operator. Services: MVNO & B2B TLC.

Nov 2002 Sept 03

**Synergia 2000 SpA Milan Italy**

**Managing Director - Telecommunications and ISP Division**

Turned around a loss making division

Jun 2000 Nov 2002

**Vocaltec Communication Ltd**

**President and CEO EMEA**

Responsible for the Sales development and Operations for Vocaltec Ltd Telecommunications equipment manufacturer (NASDAQ CALL). Developed and Implemented Sales and Distribution in the EMEA Region. Established 5 Subsidiaries. Recruited and managed Country Managers, Sales Executives and Engineers. Doubled sales; made EMEA Vocaltec's bestperforming region.

Apr 1996 Jun 2000

**Telecom Italia** group Rome Italy:

**Iridium Argentina** Buenos Aires, Argentina

**President and CEO**

Managed the implementation of Iridium in Latin America - South Region. Acquired all Licenses from the Regulatory Authorities. Identified and implemented the marketing and communication strategies. Developed and managed direct and indirect distribution channels. Established alliances with Cellular operators. Public and Media Speaker in Latin America. Qualified Iridium South Region the best performing region of Iridium Global Undertaking.

May 1992 Apr 1996

**Telespazio Satellite Operator of Telecom Italia** FT 500 Telecommunication group Rome, Italy

**International Business Development Director**

**Strategic Planning Manager**

Developed Partnerships and J/V in India and Asia Pacific.

Nov 1988 Apr 1992

**Philips** Fortune 100 Electronics group Rome, Italy

**Marketing and Sales Director**

**Managed Multi-million sales to Defence, Air Traffic Control and Law Enforcement Agencies**

Dec 1986 Nov 1988

**Italairport** Airport Consulting Milan, Italy

**Project Manager & Head of Telecommunication Department**

Feb 1983 Dec 1986

**University of Naples** Naples, Italy

**Professor**

## **Education**

1983

**MSc - Master of Electronic Engineering**, Naples, Italy

**Summa Cum Laude** - First Class Honor degree Telecommunication

1986

**MSc on Innovation – Master Milan Polytechnic Italy**

1993

**MBA - Master of Business Administration**, Open University, United Kingdom

Finance and International Marketing

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## **Professional Training**

**International Marketing Strategies** with Philip Kotler Kellogg School, Ill. USA  
**European Executive Programme** (1 year) Henley College, Henley UK  
**Marketing Management**, Bocconi University of Milan Italy

## **Languages**

**English, French, Spanish, Italian (native)**

## **Personal**

**Sports enthusiast; leader; out-spoken; motivator.**

## **Miscellaneous**

**Author of dissertations in telecommunication and marketing. Excellent Speaker: experience as University Professor; delivered presentations on Marketing and Telecommunication at several conferences.**

## **Military:**

**Air Force, rank First Lieutenant.**

## **Memberships**

**Society of Logistic Engineers; Italian Air Force Officers (Reserve), AMBA (British Association of MBA); Open University Alumni; Polytechnic of Milan Alumni**