

MARCO CAMISANI
CALZOLARI
**THE DIGITAL
RENAISSANCE MAN**

ABSTRACT

MARCO CAMISANI CALZOLARI IS AN ITALIAN BORN DIGITAL COMMUNICATIONS EXPERT, AUTHOR, TEACHER, ENTREPRENEUR AND PUBLIC PERSONA. A WELL-KNOWN “DIGITAL COMMUNICATIONS GURU”, FROM AN EARLY AGE MARCO HAD A CURIOSITY FOR ALL THINGS RELATED TO DIGITAL AND TECHNOLOGY.

It's an attribute that would lead him to becoming a *self-taught* expert in the fields of digital technology and communications.

Following his studies and early career, Marco quickly gained an appreciation for the art of communicating complex digital concepts to mainstream audiences. In 2022, Marco was best known for his role on one of Italy's most popular shows called Striscia la Notizia, where he hosted a digital and tech segment. Passionate about learning and sharing his expertise, Marco also authored many books and was a guest lecturer at several universities. A common thread weaving all his experiences together was a desire to help people with their daily *digital and tech* queries. At the beginning of 2022, Marco was thinking about his resolutions and ventures for the coming year, and several questions came to mind that required answers.

This case is for educational purposes and is not intended to illustrate either effective or ineffective management of an organisational situation. The situations and circumstances described may have been dramatised or modified for instructional purposes and may not accurately reflect actual events.

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AUTHOR

PROFESSOR PAOLO TATICCHI

Biography

Paolo teaches Strategy, Consulting and Sustainability at UCL School of Management where he is also a member of the School's senior management team.

Before UCL, Paolo spent six years at Imperial College London where he is still a Visiting Professor. Paolo's research on corporate sustainability is internationally recognised and his books internally appreciated. Outside of the academy, Paolo has significant consultancy experience in the fields of strategy, education, and sustainability. Today, he advises influential organisations in the UK, Italy, US, Canada and India.

His projects, quotes and opinions have been featured over 250 times in media outlets like The Financial Times, Forbes, Sole 24 Ore, Sky News, Mediaset and CNN.

In 2018, Paolo was chosen by influential website Poets & Quants as one of the world's top 40 business school professors under the age of 40. In 2021, Paolo was indicated by Italian's leading business daily Sole 24 Ore as the most influential Italian under the age of 40.

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MELINA CORVAGLIA-CHARREY

Biography

Melina is a Research Assistant at UCL School of Management, where she works on various projects focused on business strategy and sustainability. Melina also works for Enovation Consulting Ltd. as a Sustainable Content Marketing Strategist. Previously, Melina worked in the Media Sponsorship & Marketing field for 15+ years, collaborating with Fortune 500 companies to develop strategic and results-driven partnership marketing campaigns.