

Curriculum Vitae

Andrea Macario

PROFESSIONAL EXPERIENCE

Co-founder, CMO & CPO, Kweak•ly - Co-founder, Managing Director Castaclip Americas & Director ILV Media - Founder, Startupperia

ENTREPRENEURSHIP, Miami FL, US Feb 2013 – present

Co-founder, Managing Director Castaclip Americas & Director ILV Media, Miami FL / Berlin DE Jan 2014 – present

- Venture backed online video ad-tech recognized as #7 in the “Wachstumschampions 2017” ranking of fastest growing Germany headquartered businesses by revenue done by Statista and Focus Magazine.
- Established Americas business and led strategy and product development effort to transition the business into higher growth areas from desktop video network to direct publishing to video inventory as a service.

Co-founder, CMO & CPO, Kweak•ly, Miami FL, US / Berlin DE Oct 2015 – present

- Under the umbrella of Castaclip group, co-invented and built Kweak•ly a mobile video and messaging platform designed to extend and distribute Castaclip’s video advertising business to mobile users as well as to innovate the market creating the industry first branded GIF permission marketing platform.
- Currently in consumer beta on android and iOS, commercial launch Q3/2017

Founder, Startupperia, Miami FL, US Feb 2013 – present

- Independent consulting on product development, go to market, growth and business development for technology start-ups and corporate innovation offices.
- (pro bono) mentoring start-ups and teaching various modules for ‘Tech entrepreneurs’ at Venture Hive Miami

NOKIA, (various locations in Europe, US, Latin America) Feb 2006 – Feb 2013

Director, Monetization, Nokia Location & Commerce, Global, Berlin, DE Jan 2012 – Feb 2013

- Ideated and productized an advertising based monetization offering for all Nokia Location Platform customers such as internal customers (Nokia Maps, Drive, Public transport, etc.); strategic partners (Bing, Yahoo, etc.); third party developers (1000+ smaller developers).

Director, Advertising & Commerce, Global, New York, NY, US & Berlin, DE Jan 2010 – Dec 2011

- Managed advertising and commerce business programs globally, including merchant acquisition, developer programs, operator partnerships and business operations & analytics.
- Grew reseller network to cover 30 countries with over 60,000 paying advertisers.
- Achieved 50% organic growth of location-based ad impressions by optimizing and increasing Own & Operated location-based inventory.
- Ideated and beta-launched advertising and placement offering for Nokia 3rd party developer ecosystem.
- Oversaw the execution of 10+ local pilots with operator partners overachieving consumer engagement objectives (3-6% click through rate; 20-40% click to action).

Head of Solution Sales & New Channels Development, North America, New York, NY, US Jan 2008 – Dec 2009

- Designed the retail distribution strategy for unlocked devices and led all related channel, business and sales development activities. As a result open distribution outside carriers grew from 'afterthought' to #1 Nokia business by gross margin and #2 by revenues in North America in 2 years.
- Set up and managed a B2B sales team to serve the small and medium enterprise market.
- Developed a solution offering to maximise sell-in and sell-out of high-end devices, accessories and services that generated 7% in overall upside revenues and over 50% in high margin accessories and services upside revenues.

Head of Business Development, Latin America, Buenos Aires, AR & Miami, FL US Oct 2006 – Dec 2007

- Designed Nokia Latin America market entry strategy for Nseries sub-brand and consumer services (location, content and messaging) and led all new business and sales development activities throughout the region. Nseries category achieved 10% of regional Nokia revenues within 18 months.
- Lobbied for standard adoption of DVBH mobile TV technology in all major Latin American markets. Managed the financing, planning and execution of technology trials in partnership with mobile carriers such as Entel and Movistar and TV broadcasters, including Caracol and Canal 13, in Argentina, Chile, Colombia and Venezuela
- Piloted a Mobile TV commercial service in Mexico in partnership with Cablevision (Televisa group), the largest Spanish-language broadcaster in the world, and Telefonica.
- Ad-interim Business Director of Nokia Multimedia in Argentina, Chile and Peru with P&L responsibility and line management of the local multimedia sales and marketing teams. Successfully launched Nokia Nseries category of devices and services. Doubled sales in 6 months by increasing distribution presence in retail and operator channels and consumer awareness.

Manager, Helsinki, FI Feb – Sep 2006 & summer 2005

- Developed business plan for the global deployment of the Nokia online sales channel that was approved for global roll out and piloted in the UK.
- Developed benchmark of global corporate venturing best practices for Nokia Ventures operational strategy.
- Supported Nseries sales and business development activities in Europe.

MPSNET, Rome & Siena, IT Jun 2001 – Dec 2004

Senior Manager, Business Development

- Recruited to launch MPSnet, the corporate venturing vehicle for Internet investments of Italian bank Monte dei Paschi di Siena.
- Secured venture funding, developed strategic incubation and leveraged the portfolio companies' products and services for the bank's technology and innovation needs.
- Structured investment deal and business plan for 3 portfolio companies (~25M USD investment): *Opifici Digitali* (software-as-a-service offering for small and medium enterprises); *Comuni Online* (online tax collection services for municipalities); *Cooplinc* (joint venture with the Italian Cooperative Association that marketed ICT and web-based products and services to associates).
- Launched portfolio companies' business by securing initial customers, designing and executing sales and marketing processes, and enriching product offering through strategic alliances.
- Represented the bank in the mobile payment advisory committee of the Association of Italian Banks (ABI).

CAP GEMINI ERNST & YOUNG, Milan & Rome, IT **Oct 1998 – Jun 2001**

Manager, Internet & eBusiness Strategy

- Fast tracked from intern to manager in less than 3 years on a team that initiated the e-business practice of Ernst & Young Consultants, later acquired by Cap Gemini.
- Led or participated on consulting projects concerning Internet strategy and product offering, business planning for new ventures, e-distribution processes and system development and mobile services. Clients included leading brands across a variety of industries such as Fila, Heineken, Barilla, Ducati Motor, Pirelli Cables & Systems, Autostrade, Servizi Interbancari, Banca Mediolanum and ING.
- Represented the Italy office in the global development of the e-business offering. Spoke at 10+ conferences and trained 100+ colleagues on e-business case studies and methodologies.
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EDUCATION:

University of Turin, UNIVERSITY COLLEGE DUBLIN, *Dublin*, INSEAD, *Singapore*.