

Giuseppe Mascarella

World-class CEO in health supplements and medications industry.

Leadership, Management, and Business

- CEO level experience for a \$9M revenue intl. corporation
- 16 years of managerial experience at Microsoft Corporations
- Published a well rated book: Rapid Economic Justifications

Academics

- Data Scientist, MPP Certified
 - MS Industrial Engineering
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PROFESSIONAL EXPERIENCE

2018-present

CEO of Epigenetic Ventures (Surfside, FL)

Capitalizing on our successful experience in discovering 2 new Epigenetics medications to package competency centers kits that will empower brilliant research centers worldwide to use their competencies and epigenetics to make the next discovery and reward us with a share of the success.

Adj. Prof. at FAU (Florida Atlantic University)

2015-present

Teaching Social Media Innovation and Contemporary Issues with Digital Data (Level 300- 400)

Managing Partner at Value Amplify Consulting (Miami, FL)

2010-2017

Development of successful Business Intelligence consulting offerings.

Public speaking on Machine Learning and IoT at many conferences

- Client: Microsoft Corporation, Redmond, WA.

Assignment: Training Programs for Data Scientists. Microsoft desire to embrace open-source BI technologies needed to be supported by a change management and an internal training program. Designed and co-delivered a program with in person and on-line training sessions around Apache Spark BI technologies.

CEO and President at VioVi and Ciprogest (Palermo Italy and Kirkland, USA)

2006–2010

Led the acquisition and restructuring of a \$42M manufacturing plant in Chapter 11.

Redesigned health supplements products that allowed the new spin-off to reach \$9.2M revenue in 2009.

Microsoft (17 years)

1989 – 2006

Sr. Marketing Manager and Consulting Group Manager

As expert for data driven WW campaigns, I coordinated several product-launch in matrix structured organizations.

The most successful campaign was: ROI benchmarks for UC&C (Unified Communication and Collaboration), with a record breaking revenue increase in that FY.

Microsoft Strategy Consulting Group Manager, Europe **2003-2004**

Engaged in dozens of upper level management consulting projects across multiple industries all over Europe.

Winner of 2 Microsoft MGX Global Management Awards:

- 2003 Best Consulting Campaign: Internet Datacenter Security. Protection vs Competitive Advantage
- 2004 Best Strategic Engagement: Strategic Decision Making for Linux vs Windows at European Union.

Microsoft Group Manager, Cloud Technology Training Center (France) **2000 – 2003**

Managed a multimillion dollar technology incubator center (in collaboration with Cisco and HP) dedicated to the innovative hosted applications (cloud computing). The new center reached performances of 2000 clients in 2003.

Microsoft Group Program Manager, Strategy Consulting (Redmond, WA) **1998-2000**

Microsoft wanted to become a strategic enterprise IT supplier/partner but the level of client engagements were too technical and customers could not capitalize on the value of innovation in each new product version.

Designed and developed the Microsoft's consulting service line ESC (Enterprise Strategy Consulting).

Trained over 500 consultants on cutting edge technique to accelerate customer decision making. The top 3 service offerings were:

- 1998-2001 TCO(Total Cost of Ownership) Benchmark
- 2000-2006 REJ (Rapid Economic Justifications)
- 2000-2005 IT Governance, in collaboration with MIT, book author Prof Peter Weill.

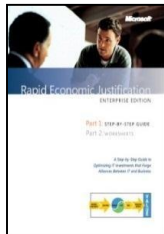
Adjunct Professor at the Mater Postgraduate Certificate (MBA), Naples, Italy **1994**

Teaching class: Data Modeling for Decision Support

EDUCATION

- Certificate of Management, American Management Association from JCU 1995
- MS, Industrial Engineering, Major: Statistics for Decision Support in Manufacturing State University of Palermo 1982-1988
 - *Magna Cum Laude.*
 - *Master Thesis: Managing Total Quality Control at Danfoss (Denmark).*

Languages: English, Italian, French, and some Spanish.



Book author: Rapid Economic Justifications

Topics: Decision making in high uncertainty, managing investment ROI, budgeting, managerial scorecards in a dynamic and agile environment