

## SUMMARY:

Andrea Macario is an Entrepreneur in Residence at the Venture Hive and a Partner at Prysm Group. Andrea has built and led Product, Marketing, Sales and Business Development teams in both large corporate and Startups.

After six years in Management Consulting and Corporate Venture Capital, Andrea earned an MBA at INSEAD and started an eight-year international career at Nokia as one of the leaders of a high performing team that grew 10x in 18 months the Smartphone category of devices in Latin America; piloted Mobile TV networks in Argentina, Uruguay, Colombia, Venezuela and Mexico and doubled in 18 months the Unlocked category of devices in the United States.

As the smartphone business evolved from devices to applications and services, Andrea was promoted to a global director role where he conceived, piloted and launched several monetization products for the App Store developer ecosystem (then branded Ovi Store) and for the Location platform (now called Here.com);

In 2013 Andrea left Nokia to cofound the Video Ad Tech platform castaclip Americas and the mobile entertainment app Kweak.ly where he run product and marketing as CPO and CMO.

Upon exiting castaclip, in 2017 Andrea started working independently focusing on emerging technologies and on corporate incubation. Andrea speaks English, Italian, Spanish & French and has lived in several countries across Europe, Asia and the Americas.

## PROFESSIONAL EXPERIENCE:

### ENTREPRENEURSHIP & CORPORATE INNOVATION (Oct 2012-present – Miami FL)

#### Entrepreneur-in-Residence at VENTURE HIVE (Jan 2014 – present)

- Leading a Corporate Innovation program for a Fortune 200 client focused on Fintech.
- Advising on SaaS product strategy for Corporate Innovation
- Venture Hive Alumni and Mentor

#### Partner at PRYSM GROUP (Mar 2018 - present)

- Leading client development and partnership activities with Blockchain & Cryptocurrency Startups, Industry Investment Funds, Government Policy Groups, Blockchain Technology Advisories & Incubators, Corporate and Financial Institutions blockchain initiatives

#### Advisor to the CEO at E-NOVIA (Jan 2017 – Apr 2018)

- Member of the group's Investment Committee.
- Represented E-Novia internationally, launched US subsidiary, developed an international pipeline of corporate partners for E-Novia innovation offering (\$6m business growing 70% y/y) and a business and investor network for portfolio companies.
- Advised on portfolio management practices and supported individual companies on strategy, go to market and internationalization. E-Novia stake in portfolio grew from \$51m to \$88m during the engagement per independent advisor.
- Select portfolio companies: **Yape** (Self-driving delivery vehicle); **Y-Share** (Car Sharing box); **Blubrake** (Electronic ABS for light electric vehicles); **HiRide** (Electronic suspension for bikes); **Blimp** (Out of home advertising analytics and marketplace); **Smart Robots** (Artificial perception and reasoning for Cobots).

#### Co-founder and Managing Director at Castaclip Americas (Mar 2013 – Dec 2017)

- Member of the leadership team of Castaclip group. Our online video ad tech business has been ranked as #7 in the "Wachstumschampions 2016" (ranking of fastest growing Germany headquartered businesses by revenue done by Statista and Focus Magazine)
- Co-founded and operated the US Joint Venture **castaclip Americas**, the direct publishing brand **ilovevideo TV**, the B2B subsidiary **ILV Media** and the mobile marketing spin off **Kweak.ly**
- Built sales relationships with 10+ premium demand partners in video advertising as well as all tier 1 and tier 2 exchanges;
- Built English and Spanish language verticals on Entertainment, Fashion, Lifestyle for US, US Hispanic and Mexico.
- Managed all US operations (10 people team: user acquisition, programmatic media buying, ad operations, editorial, digital & social media marketing, business and corporate operations); Managed all global product and marketing operations and teams for our mobile products (20 people team: user acquisition, retention & analytics; product marketing; product management; engineering & developers).

#### Advisor to the Chief Digital Officer at LUXOTTICA (June 2013 – Dec 2013)

*Luxottica is the market leader in eyewear and optics (30+ brands incl.: RayBan, Oakley, Prada; Retail chains incl. Lenscrafter, Sunglass Hut)*

- Sourced and coordinated multiple "skunkworks" with external talent task forces and commercial pilots with early stage Startups to explore digital innovation, face detection, AR applications, big data analytics.
- Mapped status quo of innovation needs, opportunities, capabilities across product, channels, business model and support systems and recommended make / buy / borrow strategies for each.

**ANDREA MACARIO**

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**NOKIA, (Feb 2006-Feb 2013, relocated across various offices in Europe, US and Latin America)**

Held roles across Corporate HQ, Multimedia (smartphones) BU, Markets BU, Ovi (software and services) and Location & Commerce BU

**Director, Monetization – Global (Jan 2010 – Feb 2013 - New York, NY; Berlin, Germany)**

- Member of the Ovi Publish Global Extended Leadership Team, the Mobile Advertising Community of Practice and the Local Commerce Leadership team.
- Managed advertising and commerce business development globally with teams facing developers, carriers, direct advertisers, re-sellers, local merchants and strategic partners (15 people core team + extended team in matrix).
- Managed collaboration, communication, strategic alignment, investment requirements with internal stakeholders including Executive board, Business unit leadership teams, local sales units and various horizontal and support functions.
- Designed, prototyped, developed and launched a monetization SDK for the Nokia Location Platform and a paid distribution beta for the Nokia App Store developers.
- Negotiated partnership and integrated operations with 2 advertising mediation layers to offer a competitive monetization solution for Nokia App Store developers, special focus on emerging markets, particularly LATAM, MEA and India.

**Head, Channel Strategy and Development – Nokia North America (May 2008 – Dec 2009 - New York, NY)**

- Member of the Nokia Retail leadership team in North America.
- Designed retail and distribution strategy for unlocked devices and led all related channel, business and sales development activities.
- In 2 years sales grew from \$180m to \$ 380m and margins improved from low 20% to over 45% and the team became #1 Nokia business by gross margin and #2 by revenues in North America.

**Head, Business Development – Nokia Latin America (Oct 2006 – May 2008 – Buenos Aires, Argentina and Miami, FL)**

- Member of the Nokia Multimedia Leadership Team in Latin America.
- Promoted the adoption of mobile TV technology standard in all major Latin American markets. Managed the financing, planning and execution of technology trials in partnership with Telcos and TV broadcasters in Argentina, Uruguay, Chile, Colombia and Venezuela; Negotiated and piloted a Mobile TV commercial service in Mexico (partnership with Telco and Cable TV).
- Designed market entry strategy for smartphones and consumer services in Latin America and ad-interim managed the Argentina, Chile and Peru smartphone business unit and team; led all new business and sales development partnerships throughout the region growing the category sales from less than \$20m to over \$220m in less than 2 years.

**Manager – (summer 2005, Feb 2006-Oct 2006 - Helsinki, Finland)**

- Developed business plan for Nokia online sales channel, piloted in the UK and led global roll out; piloted smartphone category sales and business development practices in EMEA ahead of global roll out.

**MPSNET (Mar 2001 – Dec 2004 - Rome, Italy)**

\$60m Corporate venturing vehicle for digital investments of Banca Monte dei Paschi di Siena

**Senior Manager, Ventures**

- Structured investment deal and business plan for 3 SaaS companies developed as internal ventures.
- Launched and managed portfolio companies' business by securing initial customers, designing and executing sales and marketing processes, and enriching product offering through strategic alliances.
- Represented bank in the mobile payment advisory committee of the Association of Italian Banks (ABI).

**ERNST & YOUNG CONSULTANTS (Oct 1998 – Feb 2001 - Milan, Italy)**

Management Consulting arm of E&Y Group

**Manager, e-business practice**

- 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.
- Clients included leading brands in diverse industries such as Payments, Banking, Apparel, Food & Beverage, Automotive, Manufacturing, Transportation.
- Represented the Italy office in the global development of the e-business offering. Spoke at 10+ conferences and trained 100+ colleagues on case studies and methodologies.

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**EDUCATION:**

**INSEAD, Singapore, MBA, 2005**

**UNIVERSITA' DI TORINO, Torino, Italy, Laurea 110/110 cum laude, Economics & Commerce, 1999**

**UNIVERSITY COLLEGE DUBLIN, Dublin, Ireland, Erasmus Scholarship, 1996-1997**

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**LANGUAGES:**

Italian | English | Spanish | French