



Andrea Alfieri

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Andrea Alfieri (@GeomAlfieri) is the founder of "SQcuola di Blog".

He graduated in Politic & Society from the University of London in 2005. He has been working for company such as Oracle BEA System, Adecco, Story WorldWide, TUI Travel, Davines, H3G.

Andrea Alfieri has been involved in a number of projects both in UK and Italy, but also some major cross national Social Media ventures for Johnson & Johnson (UK, Germany, France and Italy). He launched in 2011 the "SQcuola of Blog", a distance Learning MSc in Social Media Marketing which aims to create a new breed of Italian New Media Professionals.

He is now regarded as an expert in the planning and management of corporations coping with the arising complexity of a Social/Digital Environment, focusing in particular on the areas of education, community management, reputation management and corporate cultural shift.

So far Andrea Alfieri has been involved as project planner and manager in more than 40 Social Media projects. He has developed and coordinated partnerships throughout Italy, including large corporations, SMEs, public authorities, training organizations, schools, research centers etc.

Andrea Alfieri is often invited as a speaker or expert at International Conferences to present his experiences and the projects in which he is involved.