

Ludovico Magnocavallo

via San Giovanni sul Muro 4
20121 Milano, Italy

+39 335 6912196
ludo@qix.it

Work Experience

- 2005-current IT Architect, SIA spa, Milan, Italy**
SIA is the European leader in financial services and payments systems. My main responsibilities at SIA involve designing complex information systems, and facilitating communications between our sales, infrastructure, and development teams. Notable projects at SIA: EBA Clearing MyBank services implementation; credit cards authorization systems replatforming (Stratus Technologies case study).
- 2009-current Consultant, Banzai spa, Milan, Italy**
Banzai is one of the top ten Italian web companies. I have been doing part-time consulting for them since 2009, working on the design and development of innovative Internet tools and services.
- 2013 Consultant, Automattic Inc., USA**
Automattic is the company behind Wordpress, and a myriad other popular Internet services.
- 2006-2009 Founder and Lead Developer, Blogbabel**
Blogbabel is a social publishing platform, which I developed and then sold to Banzai spa. Blogbabel was a popular service, and received frequent mentions in the media (eg Radio Rai, L'invidia del blogger; Techcrunch, Banzai Group's Liquida acquires Italian memetracker Blogbabel).
- 2004-2005 Co-founder and Lead Developer, Bloglo, Milan, Italy**
Bloglo is the leading Italian nanopublisher. It was acquired in 2007 by Dada spa.
- 2002-2005 IT Architect, Banca Intesa spa, Milan, Italy**
At Banca Intesa my main responsibilities involved managing a team of consultants working on Intranet services, and the design and troubleshooting of large IT projects, such as our multi-carrier mobile payments gateway, or our web-based home banking service. I was also responsible for the introduction of open source systems and tools at Banca Intesa.
- 1999-2002 Web and IT Consultant, Milan, Italy**
I managed my own consulting company, working on web and network management projects for clients such as Infostrada/Wind, Tamoil, Poste Italiane, Husqvarna. Notable projects were the implementation of Infostrada's network management infrastructure, and the LTP Trade Edge web marketplace for overseas sales financing, awarded euromoney.com's Best Trade Finance Site (2001) and Best Non-Bank Site For Trade Finance (2002).
- 1996-1999 Technical Architect, SG2 Italia srl (Société Générale), Milan, Italy**
At SG2 I worked on large IT projects for the financial sector, translating our clients' requirements for our technical teams in Paris, and managing local integration issues. Notable projects at SG2 were: the downsizing of the mainframe-based infrastructure at the Istituto per lo Sviluppo Economico dell'Italia Meridionale (Banco di Napoli); an integrated contact center for Monte dei Paschi di Siena; an innovative Internet payments gateway with Cineca.
- 1996-1998 Co-founder, Communicate! srl Web Agency, Milan, Italy**
Communicate! was one of the first Italian web agencies, acquired in 2002 by Elserino Piol's Kiwi II VC fund/Club Nautilus.

- 1995-1996 **Research Assistant** for Prof. M. Witzel, **Harvard University**, Cambridge, MA, USA
I worked with Prof. Witzel on developing and launching the first on-line academic journals on the Internet.
- 1994-1995 **Co-founder, Starlink Italia srl Internet Provider**, Milan, Italy
Starlink was one the first Italian ISPs, acquired in 1996 by 21Investimenti (Benetton).

Education

- 2014- Executive MBA, School of Management, Polytechnic of Milan
 1989-1995 Architectural Planning, Polytechnic of Milan, final grade 100/100
 1985-1987 Political Economy, University L. Bocconi, Milan (6 exams)

Talks, Interviews, Mentions

- 2011 **Contribution**, *The Italian blogosphere*, in Manuel Lima, *Visual Complexity: Mapping Patterns of Information*, Princeton Arch. Press, 2011. Published online in 2006 on Visual Complexity.
- 2010 **Talk** on invitation, *Come innervosire i blogger e vivere felici* at the **Better Software 2010 conference** in Florence.
- 2009 **Article**, *Banzai Group's Liquida acquires Italian memetracker BlogBabel*, **TechCrunch** on my startup's acquisition.
- 2007 **Interview**, *E se invece ci divertissimo di più?* by Emanuele Quintarelli on **Apogeo Online**.
- 2006 **Article**, *Big Blog Bang*, **Nòva/il Sole 24 ore** n. 56, on Blogbabel.
- 2005 **Panelist** on invitation, *Nanopublishing* panel at the first **Les Blogs conference** in Paris, with Jason McCabe Calacanis, Stowe Boyd, Gaby Darbyshire, Julio Alonso, Christophe Labédan.

Technologies

My experiences as both an Enterprise Architect and a web entrepreneur/engineer have allowed me to acquire a hands-on approach to problem solving, and a set of practical technical skills in the development, systems administration, networking, and database design fields: I am a skilled developer in Python, PHP and JavaScript with extensive knowledge of web formats, frameworks (especially Django) and protocols, a competent Unix sysadmin, and am very comfortable working in SQL with relational databases. I have also authored some Open Source projects (the original Python and PHP Redis adapters, the PEAR DB Ldap module, etc.) and contributed to many others.

Languages

- English Fluent (297/300 TOEFL CBT)
 French Fluent
 Italian Mother tongue