

Francesco Baldassarri

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PROFILE SUMMARY

- Strong experience (13+ years) as
 - **Technical Product/Program/Project Manager**
 - **Technical Marketing Management**
 - **Tech Advisor and Developer Advocate (Training + Mentorship)**
 - **Developer Relations (DevRel) and Community Leadership and Management**
- First-rate technical presenter with trainings to >30K developers (first-person events, webinars, and webcasts)
- Deep knowledge of Developer Communities audience: software developers, solutions architects, services engineers, data analysts, academic and scientific researchers
- Author of technical articles and demo showcases
- Committed team player with solid project management cross-team coordination skills and result orientation
- Software Development skills: Python, and C; DevOps methodologies (CDev/CI/CDep)
- Efficient multi-tasker with an analytical approach, great attention to detail and committed to quality work
- Enthusiastic fast learner and self-starter

PROFESSIONAL EXPERIENCES

- **Expert.ai S.p.A.**

Technical Project Manager
Professional Services
July 2023 to date

- In cooperation with Sales and main PMs, translating project scope, in deliverable technical goals with timelines, and resource allocation
- Creating and managing development schedules, milestones, and deadlines, ensuring that projects are delivered on time
- Translating elements in atomic tasks, collecting them in epics and stories on Jira Project Management Tool to track and digest workflow using Agile/Scrum methodologies
- Requirements Gathering: collaborating with stakeholders to gather and document project requirements, including functional requirements, and technical analysis

Technical Product Owner
and Product Manager
R&D
June 2021 to July 2023

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- Strategically drive product development, market launch, and continual support and improvement
 - Define preliminary OKRs and KPIs, draw the roadmap with checkpoints, and plan release delivery (stable, hotfixes, maintenance)
 - Focus on long-term agenda, transform company high-level vision into detailed requirements, adapt it to market trends, and identify new opportunities for product evolution
 - Collaborate closely with the engineering teams to ensure that suitable functionalities are available promptly
 - Heed internal and external stakeholders, including non-customer stakeholders such as finance, security, operations, support, audit, and others
 - Track issues, feature requests, and bugs through Scrum/Kanban approach
 - Coordinate technical marketing contents (presentations, white papers, documentation, and collaterals)
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- Symbolic Advocate and
Community Team Leader
Product Division
February 2021 to July 2023

 - Shape/leverage the community towards rule-based Natural Language Processing and Understanding technology and approaches as part of an extensive bottom-up strategy
 - Setup contents, organize publishing calendar, connect with technical contributors
 - Analyze statistics and SEO performance
 - Monitor and nurture users conversations, respond to community threads and questions in a helpful way and update FAQs, contents library, documentation, etc. accordingly

 - **MetaRing S.r.l.**

Chief Operating Officer (COO)
and Head of DevRel
MetaRing
June 2019 to February 2021

 - Plan and execute strategy of Developer Relations and Marketing strategies (aka “Go-to-Market” program management) addressing software developers and CTOs
 - Consult on management for the daily operation of the company and routinely reports to the highest-ranking executives
 - Drive Research and Development projects: design and realization for main SaaS business, internal tools, and collateral deals

 - **Google Italy S.r.l.** as Contractual employee
European Ecosystem, DevRel (Developer Relations organization)

DevRel
**Google Cloud Community
Manager EMEA**
October 2017 to February 2019

 - Execute the Cloud Community program strategy developing the paradigm for Europe, Africa, Middle East countries, and Russia, including the engagement of new cloud chapters and helping them remain active with the creation and provisioning of new contents
 - Manage Google Cloud communities presence during first and third-party events around EMEA
 - Prepare assets (documents, sheets and presentations) to allow country/regional leaders to easily engage new cloud chapters and keep them active
 - Ownership of the process to collect and analyze budget requests from country leaders for the cloud community-related activities, decide how to better split the quarters budget, and coordinate communications between stakeholders
 - Act as a leading hub to drive and facilitate communications between global Cloud Community Program Management and all relevant stakeholders, sharing objectives and key results, performance indicators, report concerns, ideas, and feedback

 - **Intel Corporation Italia S.p.A.** as Vendor/Technical Consultant
Developer Relations Division, Intel Software & Services Group

Developers Content Team
**Innovator Program Manager
EMEA**
January 2017 to October 2017

 - Program manager for three large scale developer-focused programs within EMEA related to developers affinity and innovation: Intel Software Innovators Program, Intel Black-Belt Program and Intel University Ambassadors Program
 - Actively scouted for new evangelist/influencers and new community members
 - Events/Meetups/Webinars/Hackathons planning, organization and management
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Community Programs Team
Community Programs Manager
EMEA
January 2016 to December 2016

- Program manager for two programs within EMEA, driving engagements with software developers (professionals, hobbyists, students, makers, etc...) into Intel-related technical communities. Also acting as Technical Marketing Evangelist for all Intel covered platforms (Android, Windows, IoT, etc...)
- Proof-of-Concepts development in EMEA: supporting many aspects of the prototyping phases bringing developer ideas from virtual concept to real market-ready products

Developer Community Programs
Team
Italian Community Manager
April 2013 to December 2015

- Managed all activities to engage new software and solution developers (all kind of professionals, devops, hobbyists, students, makers, etc...) in Italy and create new communities. Also acting as dedicated Technical Marketing Manager and Evangelist for all Intel covered platforms (RealSense, Android and Windows optimization, IoT, etc...)
- Delivered dozens of technical speeches among broad audience of developers and infrastructure operators during conferences, meetups and workshops
- Social media marketing strategy: planning, managing and growing Intel Software Community's presence through blogs, Twitter posts, Facebook posts, Google+ posts and other strategically relevant online channel. Since June 2015 Senior Social Media Practitioner (Intel SMP): responsibility for messages amplification and media influencing
- Implemented successful relationships between Intel Software and third-party players
- Actively supported the growth of the Intel Developer Zone website in Italy
- Authored and edited several technical articles published on software.intel.com and other internet sites

AppUp Developer Program
Italian Community Manager
September 2011 to March 2013

- Managed the relationship between Intel and Italian software developers
- Created a significant network with the most influential players in IT and software development in Italy
- Content localization and creation from scratch, including technical blog posts and articles, community newsletters, PR/communication material (DEM, Direct Email Marketing and SEM, Search Engine Marketing), technical marketing content (presentations and demos)
- Defined and executed social media strategies for software developers at events, working with paid media and public relations
- Provided technical presentations during first-party and third-party industry events, meetups, and workshops

○ **Other Experience:**

November 2011 to date

Founder and Owner – Epic Dynamic di Baldassarri Francesco (Tech Consultancy)

March 2009 to October 2013

Afferent Collaborator in Challenged Networks Research Lab (cnrl.deis.unibo.it)
C/o ARCES (Research Center on Electronic Systems for Information and Telecommunications)

September 2008 to December 2010

Technical Director for web services Faier Entertainment/iMiuzik/Kirei srl/TLPromotion

TECHNICAL BACKGROUND AND AREAS OF INTEREST

- Knowledge of open-source software development and distribution, open-source governance, and open-content creation following ethical and democratic principles.
- Deep expertise in Unix-like (GNU-based or not) free operative systems and distributions.
- Design, build, and manage solutions on Cloud Platforms, architecting and orchestrating components and capabilities; in particular: configuration management, continuous integration/delivery, observability/logging/monitoring through Stackdriver, processes automation through Jenkins, and site reliability.
- Natural Language Processing, Natural Language Understanding, and Natural Language Generation within Generative AI related frameworks, tools, and models: tokenization, lemmization, text-generation-webui, Ollama, tensorRT-LLM, quantization methods, etc...

PERSONAL DETAILS

- Nationality: Italian
- Native Italian speaker; fully professional proficiency in English

PERSONAL INTERESTS AND HOBBIES

- Part of Communities: Bologna Developer Zone (co-founder), Free Software Foundation (member), MakeInBo (member), FabLab Bologna (member), Intel Developer Zone (member), Out in Tech (member), Unicorns in Tech (member)
- Public Speaking on technical and non-technical topics (Diversity and Inclusion advocacy, CFP methods, etc...)
- Retro-computing and computer science history: 8bit and 16bit generations. Profound love for Commodore and Atari brands
- Science fiction readings and movies, platform and RPG videogames, singer-songwriter music, television series of any kind
- Working in my own electronic and computer science laboratory (ask me more about it! :D)

SOCIAL COORDINATES

- LinkedIn it.linkedin.com/in/fbaldassarri
- Technical Blog bare-metal.ai
- Profile Site francesco.world
- Github github.com/fbaldassarri
- about.me/fbaldassarri
- Discord [_monoceros_](#)
- Telegram [@francesco_1985](#)
- BlueSky [@francesco.world](#)
- Reddit u/fbaldassarri