

BIO OF ANDREA GRANELLI

Andrea Granelli, born in 1960, followed a course in classical studies and a degree in computer science and completed his education with a post graduate specialization in diagnostic methods in psychiatry



He started working as a researcher in the National Research Council's Department for Biomedical Sciences and Technologies, and worked, with increasing responsibilities, for different companies (CESI, Montedison, Fimedit).

In 1989 he joined the multinational **McKinsey** & Company working for a period in the office of Lisbona.

In 1996 he joined Telecom Italia as Sales and Marketing Manager for TIN (Telecom Italia Net), the Internet service of the group, and became subsequently CEO of it.

In 2001 he became CEO of TILab and responsible of all the R&D activities of Telecom.

He is currently CEO and founder of **Kanso**, a consulting company specialized in the exploitation of technology-enabled innovations.

His most recent professional experiences have been characterized by the start-up of various initiatives: Tin.it, TILAB, Loquendo, a U.S.A. Venture Capital fund (\$280 millions of committed capital), the Interacton Design Institute of Ivrea, the permanent Exposition of Technology in the cloisters of the San Salvador Center in Venice and the Multimedia Laboratory at the Università degli Studi – La Sapienza in Rome.

He is member of the Italian inter ministerial working group for the development of Scientific and Technological culture, of the Working Group of the European Commission regarding "*maximising the potential of cultural and creative industries, in particular that of SMEs*", of Cotec (Foundation for Technology Cooperation) and of the Evaluation Committee of the National Research Council; he is Scientific Director of Domus Academy, one of the most recognized design school. He also lectures at many Universities.

He is also past member of the advisory board eEurope (European Commission's Advisory Group for the implementation of the Innovation Society) for the European Commission, of the Technical Committee for Confindustria's "Innovation and Technological development" and past counsellor to the Minister of Cultural Heritage and Activities.

He is member of different scientific boards and of some boards of directors including VIU – Venice International University – and the Istituto Guglielmo Tagliacarne Foundation for the promotion of the economic culture.

He has published many books on digital technologies and innovation, he is also member of various publishing boards.



Kanso is a consultancy firm focused on innovation and customer experience. At **Kanso** we believe that innovation represents a key competitive lever for companies and institutions – especially in a time of crisis and uncertainty - which requires appropriate competences and tools to be exploited.

Our mission, therefore, is to assist public and private institutions and companies in the development of new products and services, in the improvement of organizational effectiveness, in the discovery and enforcement of strategies centered on the value proposition to the customer, and above all in the design of coherent and integrated communication processes in order to convey our client's qualities and characteristics to markets and stakeholders as well.

The style adopted in **Kanso** (japanese term meaning *substantial, essential*) is based on pragmatism and on the ability to identify innovative solutions and approaches, delivering short term results while building a broad vision in which develop strategic projects, sustainable in the long-term.

This innovation- and customer-centric approach led **Kanso** to extended its own set of analysis and research tools beyond the boundaries of traditional consulting practice, with expertise in fields ranging from design, to social studies, to technological foresight, to non-conventional customer analysis, in order to identify the key success factors of a market and to provide original solutions in the building of value propositions and organizational processes.

Kanso holds specific competences in the appraisal of technology and new media as innovation drivers, mainly due to its founders' – **Andrea Granelli and Stefano Santini** – experience. The firm provides support in many different ways in digital development projects:

- the detailed understanding of users' needs (even the *unmet* ones) and their translation not only in functional specs, but also in further critical design aspects – needing special care: both *soft* themes, such as interface style design, and *hard* ones, such as cross-platform portability, process reengineering and system-wide ease of use;
- the technological foresight and design of hi-tech architectures, able to seize the opportunities offered by new digital solutions (web 2.0, wireless technologies, mass customization, etc.) while remaining sensitive to other critical aspects (technological instability, standardization and interoperability issues, maintenance cost and complexity, etc.);
- the entire management and development of complex projects (especially in hi-tech and innovative ones); Kanso puts special care in the observation of project-specific budget limits (costs, schedule, quality) with a focus on long term maintenance and sustainability (usually ignored in the development of complex or low-cost projects)

A *central direction* ensures coherence between vision and implementation, too often questioned by the dilution and raveling of projectual efforts in too many different branchings (even crossing companies boundaries) that a complex initiative may generate.

Kanso actively participated in the design of integrated plans for territorial exploitation (primarily where there is a recognizable cultural and tourism vocation) following every phase

of the process (opportunities identification, estimation of economic potential, interaction with institutions for financing, marketing plan, ...).

Finally, **Kanso** developed operative skills as related to normative scenarios, in Italy and abroad, connected to economic development and innovation (public financing, protection of intellectual property, ...).

The inherent complexity of the treated themes and the reach toward innovation require a more and more interdisciplinary approach, both for analytical understanding aspects, and – especially – for the inception of truly creative solutions. **Kanso**, therefore, selected a network of excellent partnerships in areas such as interaction design, cognitive psychology, market research, brand identity, web marketing, etc., systematically collaborating with them in the role of business integrator.

Kanso's main fields of activity:

- Building of innovation scenarios, integrating – for a specific market and using a unified view – the economical, normative, sociological, anthropological, ergonomical and interactional dimensions
- Territorial development of tourism relevant locations (as related to landscape or historic/cultural heritage)
- Diagnosis of companies' "innovation status" and benchmarking toward "best innovators"
- Re-thinging of strategies, processes and organizational models, in order to maximize the value of the service offered for the customer and to compress costs (related to design and management)
- Design of ad-hoc training activities about innovation techniques and experience design
- Support to the design of new products and services with a focus on customer experience
- Re-arrangement of the "contact points" with the customer, in order to build a coherent, meaningful and memorable experience

Kanso

Via G.G. Belli, 39 – 00193 Roma

Tel. +39 06 361488.1

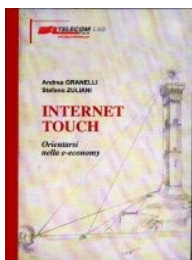
Fax +39 06 36148830

info@kanso.it

www.kanso.it

www.agranelli.net

PUBLICATIONS



Internet Touch. Orientarsi nella e-economy con Stefano Zuliani (edizioni TILab, 2001): prefazione di Stefano Parisi



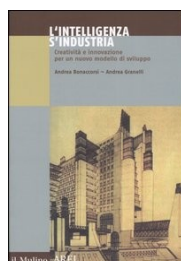
Inventori d'Italia. Dall'eredità del passato la chiave dell'innovazione con Luca De Biase (edizioni Guerini e associati, 2004): prefazione di Giuseppe De Rita



Comunicare l'innovazione. Perché il successo del nuovo dipende dalla capacità di spiegarlo (edizioni Il Sole 24 Ore/Fondazione Cotec, 2005): prefazione di Luca Cordero di Montezemolo



Brevettare? La proprietà delle idee nel terzo millennio con Andrea Bonaccorsi e Riccardo Pietrabissa (edizioni Medusa, 2005): prefazione di Enrico Letta



L'intelligenza s'industria. Creatività e innovazione per un nuovo modello di sviluppo con Andrea Bonaccorsi (edizioni Il Mulino/Arel, 2005): prefazione di Enrico Letta



Innovazione e Cultura. Come le tecnologie digitali potenzieranno la rendita del nostro patrimonio culturale con Francesca Traclò (edizioni Il Sole 24 Ore/Fondazione Cotec, 2006): prefazione di Marco Tronchetti Provera



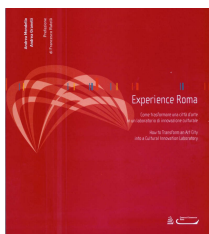
Il Sé digitale. Identità, memoria, relazioni nell'era della rete (edizioni Guerini e associati, 2006): prefazione di Antonio Calabrò



Intraprendere la cultura con Francesco Tamburella (Luiss Press, 2006): prefazione di Francesco Rutelli



Immagini e linguaggi del digitale. Le nuove frontiere della mente con Lucio Sarno (edizioni Il Sole 24 Ore/Fondazione Cotec, 2007): prefazione di Riccardo Viale

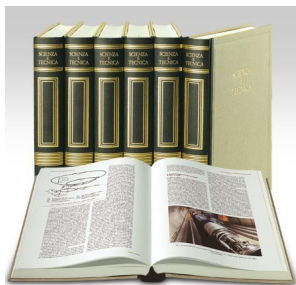


Experience Roma. Come trasformare una città d'arte in un laboratorio di innovazione culturale con Andrea Mondello (edizione Camera di Commercio di Roma, 2008): prefazione di Francesco Rutelli



(Re)design del territorio. Design e tecnologie per lo sviluppo economico dei Beni Culturali con Monica Scanu (edizioni Palombi/Fondazione Valore Italia, 2009): prefazione di Claudio Scajola

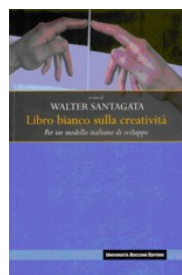
SOME CONTRIBUTIONS TO PUBLICATIONS



voce *Tecnologie della comunicazione* nell'enciclopedia **Scienza e Tecnica** (Istituto della Enciclopedia Italiana Treccani, 2008)



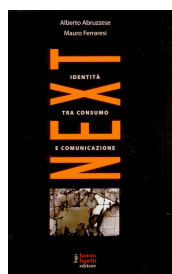
WEB 2.0. I consigli dei principali esperti italiani e internazionali per affrontare le nuove sfide a cura di Vito di Bari (edizioni il Sole 24 Ore, Milano, 2007)



Libro Bianco sulla creatività. Per un modello italiano di sviluppo a cura di Walter Santagata (ed. Egea/Università Bocconi Editore, Milano, 2009)



Vincere con le idee. Innovazione, design, performance a cura di Enzo Baglieri, Gabriella Lojacono (ed. Egea, Milano, 2009)



Next. Identità tra consumo e comunicazione a cura di Alberto Abruzzese e Mauro Ferraresi (ed. Lupetti, Bologna, 2009)