

Author Profile



Leonardo Bellini

With his schooling behind him, and a degree in Electronic Engineering from the University of Florence to his name, Leonardo Bellini completed an Executive MBA at Milan's famed Politecnico in 2003. He has been working with the internet, marketing and online communications since 1999. After a period spent at Fuji Electric in Tokyo, he was appointed to positions with leading Italian fixed and mobile telecoms companies (Italtel, Omnitel Vodafone) and internet service providers. He was responsible for the Omnitel 2000 web portal, and has been involved in e-business development at Matrix-Virgilio for several years.

The holder of an honorary fellowship at the Milan Politecnico's Faculty of Architecture, he lectures and orchestrates seminars on internet marketing, online communication and CRM at a number of Italian business schools (MIP, ISTUD, STOGEA) and management training centers (LRA). He is an educational manager and tutor on the Executive Masters in Web Marketing & Communication at STOGEA. He also works with the monthly periodical *Prima Comunicazione*.