

# Maurizio de Gregorio

CEO and Founder at Parterre

degregorio@aniketos.it

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## Summary

Analytical and driven entrepreneur with strong marketing and technical background, experienced builder of digital lean start ups. Fascinated by new ideas and technologies that engage people. Technology scout, business developer, strategist on market development and new services introduction, especially based on Mobile Apps. Strong passion for Software Development and Arts. 15 Years of management experience in Engineering, Marketing, Project Management and Financial Planning in the Telecommunications, Information Technology & Services and Energy industries. Currently working on very innovative entertainment technology to interact with TV. Proud to be a founder of Parterre, the company that offers second screen services for TV interaction using mobile devices and web. Specialties: Solid business, functional and technology skills; Full stack Developer, Lean Start-ups, Business Development; Digital Marketing

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## Experience

### **CEO and Founder at Parterre**

November 2014 - Present (5 months)

Parterre is a company which offers second screen services for TV interaction using smartphones. Parterre has a portfolio of offerings which adapts to small broadcasters, where the service is free, up to big players with customized services and dedicated applications. Parterre platform is used by Discovery Communications with the show "Amici di Maria De Filippi" transmitted on Real Time channel. See <http://parter.re> for more information

### **Founder at neoKREO**

January 2011 - Present (4 years 3 months)

neoKREO is a Digital Agency that provides innovative IT solutions based on mobile apps. Concept to launch of new products, start-ups advisor, SEO and SEM Consulting, E-commerce development, online advertising, Viral marketing, Smartphone App Development. Google Partner program.

### **Founder at Aniketos**

April 2009 - November 2012 (3 years 8 months)

Founded in 2009, Aniketos Srl has become a key provider of fully integrated solar solutions, creating value-driven renewable energy projects that represent the leading edge of residential solar technology and innovation. Aniketos has established a portfolio of customers with different power capacity. Our full service approach ensures the successful delivery of clean, affordable solar power systems on the entire value chain, including project development, engineering, procurement, and construction (EPC), financing, operations and

maintenance (O&M). Aniketos has also produced innovative solutions for the Testing and O&M procedures, by means of smartphone APP, such as PV-Test and dedicate hardware like PV-Meter.

### **Marketing Innovative Services and Program Management at Telecom Italia**

2000 - 2009 (9 years)

Worked for 9 years in Telecom Italia covering different job positions in various departments: Program Manager Innovative Offers Marketing Service Development Broadband Marketing Project Manager Marketing Innovative Services Core Network New Technology Project Manager

### **Service Planning Manager at Infostrada**

2000 - 2000 (less than a year)

New service development by means of Intelligent Network

### **Mobile Telecommunication Research Engineer at Telecom Italia Lab**

1998 - 2000 (2 years)

New procedures for testing ISUP Protocol and GSM-Fixed line interworking

### **Software Developer at Sole Proprietorship**

1990 - 1998 (8 years)

During his university studies, he started a sole proprietorship in software development. The company won an important contract with Municipality of Florence, Italy

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## **Organizations**

### **Ordine Ingegneri della Provincia di Roma**

Vice President - Photovoltaic Energy Commission

November 2013 to Present

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## **Patents**

### **GyroPhoto**

United States Patent Application 61838613

Inventors: Maurizio de Gregorio

Motion Capturing System and Viewing System for Managing 360 Degree Object Images

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## **Courses**

### **Founder**

neoKREO

StartUp Program Boot Camp - MIP Politecnico Milano

## Languages

**Italian**

**English**

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## Skills & Expertise

**Mobile Devices**

**Mobile Applications**

**Telecommunications**

**Start-ups**

**Entrepreneurship**

**Mobile Technology**

**SEM**

**Software Development**

**Business Planning**

**Product Management**

**Mobile Internet**

**Online Advertising**

**E-commerce**

**SEO**

**Business Strategy**

**Marketing Management**

**Product Marketing**

**Wireless**

**iOS**

**Creative Problem Solving**

**Agile Application Development**

**Strategic Partnerships**

**Business plan**

**Renewable Energy**

**Social Media Marketing**

**Market Research**

**Public Speaking**

**SaaS**

**Branding**

**Data Analysis**

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## Education

**Link Campus University, Rome**

MBA, Economics, 2003 - 2006

**Università degli Studi di Firenze**

Master's degree, Electronic Engineering, 1990 - 1996

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## Honors and Awards

Aniketos won the Dutch-Italian Business Challenge 2011 with PVMeter: an innovative device to control the energy production of solar systems.

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## Projects

### **Amici Real Time**

January 2015 to Present

Members:Maurizio de Gregorio

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[Contact Maurizio on LinkedIn](#)