

LUCA SIMEONE

Strategist, advisor, entrepreneur, educator

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SHORT PROFILE

My work is situated at the intersection of design practice, research and entrepreneurship. In particular, my interest is in how strategic thinking can support design-based innovation and management processes. I have conducted research and teaching activities in leading international centers (Harvard, MIT, Aalborg University, Polytechnic University of Milan, Malmö University and University of the Arts London), (co)authoring and (co)editing some 70 publications. I have founded and managed successful companies and award-winning design firms operating in more than 30 countries and with commercial hubs in Milan, Singapore, Toronto and Doha (key Clients include Procter & Gamble, Unilever, Dior, Sony). I also serve as an operating executive and a consultant for private and public organizations (e.g. the European Commission and the German Federal Ministry of Education and Research) in order to help define strategies, policies, and funding schemes to foster innovation.

CURRENTLY INTERESTED IN

Consulting activity in two areas: (a) strategy and management for organizations working with design (either as outside strategy partner or board member), and (b) support for R&D and innovation projects with a design component (e.g., grant writing, grant management).

CAREER HIGHLIGHTS

- In the past 20 years, as founder and/or member of the managing board, I was instrumental in launching 7 companies, with annual turnovers ranging up to €30 million. One company was backed by VCs, one was successfully crowdfunded, another one was sold. My contribution has been to employ a design-based approach to ignite and sustain innovation and entrepreneurial processes.
- I wrote dozens of proposals for R&D projects - mostly EU funding - and a fair percentage of them got funded. In the past 5 years, about €28 million were awarded to consortia where I had a leading role.
- I have strong ties with leading research centers in the US (MIT, Harvard) and Europe and with key funding government agencies and investment funds.
- As a founder and managing partner of an interaction design company, I was in charge of developing the business strategy and the commercial activities (up to €1.6 million annual turnover) and hiring and managing both the creative and the developing processes across offices distributed in Europe, North America, the Middle East and Asia. I worked on more than 500 design projects, combining advanced technology and ethnographic methods: web-based platforms, videogames, ultra-short videos, data visualization, e-learning experiences, responsive architecture, digital marketing for Clients such as Mercedes, Nintendo, MTV, Procter & Gamble, Unilever. Key design projects have got international awards and recognition (e.g., FWA, I.D., SXSW, The New York Festival).

- I have considerable experience in lecturing, supervising and coordinating academic activities in areas such as strategy and design, service design, interaction design, design entrepreneurship and design management (Aalborg University and Politecnico di Milano).
- I regularly publish in leading academic venues, such as *Journal of Business Research*, *Journal of Knowledge Management*, *Technovation* and *R&D Management Journal* among others.

WORK EXPERIENCE (SELECTION)

Logic Moon *Founder and Managing Partner* (Malmö, 2015 - present)

Logic Moon is a consulting firm only composed of a handful of senior partners and offering services in two areas: (a) strategy and management for organizations operating within the design field and (b) support for R&D and innovation projects with a design component.

My responsibilities and achievements with Logic Moon include:

- Defining the strategy and leading the commercial activities
- Supporting Clients in getting EU funding in the areas of ICT and environment
- Successfully supporting Clients in their international expansion and in running crowdfunding campaigns
- Supporting Clients in managing complex R&D projects (e.g., coordinating tasks and work packages and writing scientific and technical deliverables)

Logic Moon is headquartered in Sweden, but operates globally with a particular focus on the European market and the Middle East.

Aalborg University *Assistant Professor in Service Design* (Copenhagen, 2017 - present)

I teach a variety of courses tied to a master's programme in service design (e.g., ranging from the business dimensions and the strategic aspects of design, all the way up to data visualization). I coordinate semester activities and supervise students' projects and theses. I carry out research at the intersection of strategy, entrepreneurship and design. I actively contribute to grant writing activities and directly work on research projects mostly funded by the European Commission.

Vianet *Founder, Managing Partner, Visual and Interaction Designer* (Rome, 1999 - present)

Vianet is an interaction and visual design agency with an extensive track record and experience on more than 500 design projects for leading organizations such as: Unilever, Procter & Gamble, Sony, Dior, Mercedes, Johnson & Johnson, Pfizer, the Government of Singapore, Telecom Italia, Nintendo, MTV Italia, MTV Asia, Playstation, United International Pictures, Turner, Ariston, Heineken, McDonald's, Ferrero, Bank Intesa Sanpaolo, Abbott, Elena Mirò, Motivi, La Perla, Bristol-Myers Squibb, AstraZeneca, Renault, Toyota, Volkswagen, FIAT, Chrysler, Daihatsu, Luxottica, Alcantara, Febal, Champion, Italian Prime Minister, Air Europe, Autostrade Italiane, CTS, Aeroporti di Roma, Falc, Naturino, ENEL, Qatar Telecom, IBSA.

My responsibilities and achievements with Vianet include:

- Developing the business strategy and the commercial activities (annual turnovers up to € 1.6M)

- Hiring and managing both the creative and the developing processes (up to 30 people)
- Defining the design strategy and the user experience for major projects
- Leading the R&D activities

Vianet products have been awarded the most prestigious international competitions and are often mentioned on design books and magazines. Vianet has carried out projects across four continents and still operates throughout Europe and in the Middle East.

European Commission *Independent Expert* (Luxembourg & Brussels, 2004 – present)

Appointed as independent expert to assist EC services with the evaluation of proposals received under several Work Programmes related to Media and Information Communication Technologies and as consultant to help defining funding schemes.

Politecnico di Milano *Visiting Lecturer* (Milan, 2013 - 2017)

I taught a short course in design management for the Master's Programme in Service Design.

Central Saint Martins, University of the Arts London, Innovation Insights Hub

Visiting Researcher (London, 2014 – 2015)

Besides some lecturing activities, I mainly conducted research investigating how design can support entrepreneurial activities and innovation in academic environments.

Harvard University, metaLAB *Fellow* (Cambridge MA, 2013 – 2015)

I contributed to two initiatives at the Harvard Berkman Klein Center: a study on the characteristics of innovation spaces in Boston and some co-design workshops for a joint symposium with UNICEF.

Massachusetts Institute of Technology, SENSEable City Lab *Research Affiliate* (Cambridge MA, 2011)

I led an ethnographic study on the organizational dimensions of the lab behind its transdisciplinary approach towards innovation.

EDUCATION

Ph.D. in Interaction Design

Malmö University (Malmö, 2016). Supervisors: Maria Hellström Reimer and Per Linde

Laurea quinquennale (= Italian M.Sc.) in Communication Science cum laude

La Sapienza University (Rome, 1999). Supervisor: Massimo Canevacci

LANGUAGES

Fluent in Italian and English. Very good understanding of Spanish and French. Basic knowledge of Swedish.

PERSONAL INTERESTS

Family, travelling, friends, reading and yoga.

CONTACT DETAILS

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References available upon request