

PROFILE

Passionate lecturer in computer science and experienced professional in ICT and Digital Media with a firm proficiency – consolidated in international and multicultural environments – in the fields of Digital Cinema and Productivity Software. Main areas of activity are teaching (in English and Italian), research and high-tech services design and production, carried out also as a freelancer both in academic and corporate settings. Technical studies combined with those on communication complete the profile, characterizing the approach to any activity.

TEACHING ACTIVITIES

Bocconi university - Milan (Tenured Lecturer – Academic Discipline: INF/01) [2008 – present]

- *Computer science* (6 CFU/ECTS - course taught in English)
Lecturer (AYs from 2016/2017 to present)
Course Director (AYs from 2019/2020 to present)
Course coordinator (AY 2018/2019)
- *Informatica per giurisprudenza / Computer skills for law* (3 CFU/ECTS - course taught in Italian)
Lecturer (AYs from 2012/2013 to present)
Course coordinator (AY 2015/2016)
- *Computer skills (for economics) / Informatica per l'economia* (3 CFU/ECTS - course taught in English and Italian)
Lecturer (AYs from 2008/2009 to 2017/2018)
Course coordinator (AYs 2016/2017 and 2017/2018)
- *Computer coding lab* (Bocconi Summer School - course taught in English)
Lecturer and Course Director (AYs from 2018/2019 to present)
- *Programming with Python* (2 CFU/ECTS - course taught in English)
Lecturer and Course Director (AYs from 2018/2019 to present)
- *Tools for writing an effective thesis* (2 CFU/ECTS - course taught in English)
Lecturer and Course Director (AYs from 2019/2020 to present)
- *Communications skills for academics* (PhD program - course taught in English)
Co-teacher (AY 2020/2021)
- Supplementary activities and soft skills workshops on: coding, Microsoft applications, presentation techniques, VR technologies and communication (ITEC courses taught in English and Italian)
Lecturer (AYs from 2008/2009 to present)
Coordinator for ITEC (formerly SEDIN) supplementary activities (AYs from 2014/2015 to 2017/2018)

Politecnico university - Milan (Adjunct Professor – Academic Discipline: ING-INF/05) [2016 – present]

- *Product Cycle Model* (2 CFU/ECTS - course taught in Italian at the School of Design)
Adjunct Professor (AYs from 2016/2017 to present)

SDA Bocconi - Milan (Lecturer) [2016 – present]

- Courses on the advanced use of MS Excel (courses taught in English in the MBA and other master programs)
Lecturer (AYs from 2016/2017 to present)

Bicocca university - Milan (Lecturer, teaching fellow and research fellow) [2006 – 2019]

- Courses, seminars and lab activities on: ICT, digital technologies for cinema, mobile technologies and m-Learning, consumer psychology (courses taught in Italian at the schools of: Sociology, Psychology and Computer science)
Lecturer and teaching fellow (AYs from 2006/2007 to 2018/2019)

IULM university - Milan (Lecturer and teaching fellow)

[1996 – 2006]

- Courses and lab activities on: computer science and ICT (courses taught in Italian at the School of Communication sciences)

Lecturer and teaching fellow (AYs from 2000/2001 to 2005/2006)

Academic tutor (AYs from 1996/1997 to 1999/2000)

Milano Fashion Institute - Milan (Lecturer)

[2015 – 2021]

- *Quantitative Tools - advanced Excel skills for fashion* (courses taught in English in all master programs)

Lecturer (editions from 2015 to 2021)

Fondazione Centro Sperimentale di Cinematografia - Milan (Instructional designer and trainer)

[2005 – 2006]

- Specialized seminars and workshops focused on new digital technologies applied to traditional media, addressed to cinema and television operators and experts (courses taught in Italian)

Instructional designer and coordinator of more than 600 hours training

Host and speaker in some of the sessions

Other public and private organizations (Freelance teacher and trainer)

[1990 – present]

- Corporate courses, seminars and vocational training on: physics, ICT, digital media, productivity software, marketing and public speaking (courses taught in English and Italian)

Freelance teacher and trainer at: eBay Italy, Science and Technology museum of Milan, SIAM (Milan), Fondazione Sacro Cuore (Milan), Istituto Rizzoli (Milan), et al.

RESEARCH ACTIVITIES

Bicocca university - Milan (Research fellow – Academic Discipline: SPS/10)

[2006 – 2008]

Research fellowship in the scientific subject area SPS/10: *“Tecnologie per la comunicazione e l’informazione applicate alla società della conoscenza e ai processi educativi”* (*“Information and communication technologies applied to the knowledge-based society and educational processes”*) under the guidance of prof. Guido Martinotti.

Researches have been conducted on: m-learning, mobile technologies for tourism, pedestrian urban mobility flows, augmented reality for culture and arts, et al.

IULM university - Milan (Research grantee)

[1999 – 2006]

Scholarship for research training on the subject: *“Fondamenti di Information Technology”* (*“IT fundamentals”*) under the guidance of prof. Stefano Draghi (AYs from 2002/2003 to 2005/2006)

Research grant for the project *“New frontiers of Interactive Television facing the digital convergence”* under the guidance of prof. Marino Livolsi. Researches have been conducted visiting universities, research centers and companies in the USA and Europe (AY 1999/2000)

Fondazione Centro Sperimentale di Cinematografia - Milan (Researcher)

[2005 – 2006]

“Cinematografia Digitale: ricerca e sviluppo della formazione in Lombardia” (*“Digital Cinema: research and development of education in Lombardy”*) under the guidance of prof. Francesco Alberoni - research funded by the European Community and sponsored by the Italian Ministry of Labour and Social Policies

CDG Cine Design Group srl - Naples (Researcher)

[2007 – 2008]

“La Certificazione Tecnica dei Media a supporto della Distribuzione e Fruizione della Cultura” (*“Media technical certification supporting distribution and enjoyment of culture”*) - research funded by the Italian ministry of culture

Other universities and organizations (Researcher and data analyst)

[1996 – 2004]

Contributed to researches on: *D-cinema*, *HDTV*, *Mediterranean cinematography*, *Digital Divide*, *Italian’s SMEs supply chain*, et al., conducted by: University of Trento, IULM university of Milan, CICT-MCM (UNESCO), et al.

PUBLICATIONS

Books and chapters in books

- M. Ballerini, D. Boschetti et al. *"Python workbook"*, Egea, Milan, 2022
- M. Ballerini, D. Boschetti et al. *"Eserciziario di Python"*, Egea, Milan, 2022
- M. Ballerini, A. Clerici et al. *"Informatica giuridica e legal tech"*, Egea, Milan, 2021
- M. Ballerini, A. Clerici et al. *"Excel workbook - 3rd ed."*, Egea, Milan, 2021
- M. Ballerini, A. Clerici et al. *"Eserciziario di Excel - 3° edizione"*, Egea, Milan, 2021
- M. Ballerini, A. Clerici, M. De Pra. *"Excel for students in economics and finance"*, Egea, Milan, 2020
- M. Ballerini, A. Clerici, M. De Pra. *"Excel per gli studenti di economia e finanza"*, Egea, Milan, 2020
- M. Ballerini, A. Clerici, et al. *"Informatica giuridica"*, Egea, Milan, 2019
- A. Clerici (edited by). *"Excel workbook - 2nd ed."*, Egea, Milan, 2017 (co-author)
- A. Clerici (edited by). *"Eserciziario di Excel - 2° edizione"*, Egea, Milan, 2017 (co-author)
- A. Clerici (edited by). *"Informatica giuridica"*, Egea, Milan, 2016 (co-author)
- A. Clerici (edited by). *"Excel workbook"*, Egea, Milan, 2015 (co-author)
- A. Clerici (edited by). *"Eserciziario di Excel"*, Egea, Milan, 2015 (co-author)
- A. Clerici (edited by). *"Manuale di informatica giuridica"*, Egea, Milan, 2013 (co-author)
- A. Clerici, M. De Pra. *"Informatica e Web"*, Egea, Milan, 2012 (editor and producer of the video tutorials)
- A. Clerici (edited by). *"Concorso Insegnanti – Competenze Digitali"*, Alpha Test, Milan, 2012 (co-author)
- A. Clerici (edited by). *"Computer Skills for Economics"*, Egea, Milan, 2011 (co-editor for the English edition)

Articles and papers

- M. Ballerini. *"Una tecnologia spettacolare"* in BoxOffice n. 1-2 – January 15/30, 2015, Editoriale Duesse, Milan
- D. Diamantini, M. Ballerini, A. Pozzali. *"Studying pedestrian urban mobility flows with ICT aided surveys"*, in *7th International Conference on Social Science Methodology* – Proceedings, Federico II University – Naples, 2008
- M. Ballerini, M. Pieri. *"Nomadis Mobile Learning: possibili applicazioni"* in Telemobility Forum – Proceedings, Milan, 2008
- A. D'Alessio, M. Ballerini. *"HD Home Cinema – Terminologia di riferimento per gli operatori del settore"* (research report), CDG-ARCUS, Naples, 2008
- VV.AA. *"La cinematografia digitale: ricerca e sviluppo della formazione in Lombardia"* (research report - author of: *"Digital Movies"*, *"Terminologia di riferimento"* and other contributions), Fondazione Centro Sperimentale di Cinematografia, Milan, 2006
- M. Ballerini. *"Research Impact on Consumer Behaviors: the Effects of Fear-Arousing Communication"* in *Risk assessment of Electromagnetic Pollution from Mobile Phone Networks* – Proceedings, Varenna, 2000

CONGRESSES AND SPEECHES

- *"The supply chain of D-cinema: risks and opportunities"* in *XVI Euromediterranean Conference on Cinema*, Venice, 2010
- *"From 35mm to DCP: the transition to Digital Cinema"* in *XV Euromediterranean Conference on Cinema*, Venice, 2009
- *"Nomadis Mobile Learning: possibili applicazioni"* in *Telemobility Forum*, Milan, 2008
- *"m-Learning solutions for developing countries"* in *1st Infopoverty Exhibition (Occam-Unesco)*, Milano, 2007
- *"Research Impact on Consumer Behaviors: The Effects of Fear-Arousing Communication"* in *Risk assessment of Electromagnetic Pollution from Mobile Phone Networks*, Varenna, 2000

NON-ACADEMIC ACTIVITIES

Co-founder and Sole Director of CinamaLab srl. Among the main activities: design and development of the cross-media platform for the delivery of editorial content in cinema venues, design and delivery of services for companies and organizations in the cinema industry. [Milan, 2016-2019]

School/Academy and strategic partnership Consultant for Internet of Artists Ltd. Main activities: support in the foundation and start-up phase of the project; development of activities related to the School/Academy component of MYM platform; contact person for other strategic partnerships. [London UK, 2015 – 2019]

Sales Manager Italia at Arts Alliance Media Ltd. Main tasks: local business development; elaboration of financial proposal to cinema clients; administration of cinema distributor deals; account management; local marketing and communication activities, local support to all other corporate functions. [London UK, 03/2012 – 05/2014]

Country Manager Italia at Digital Darwin Bvba. Main tasks: start-up phase of the local branch; technical team set up and coordination; trade shows and marketing planning; management of local D-cinema projects and customers; coordination of the activities related to the Venice Film Festival partnership. [Antwerp BE, 03/2009 – 02/2011]

Collaboration with the UNESCO and other affiliated NGOs:

- Technical Advisor for the Mediterranean Cultural and Audiovisual Communication Observatory (OCCAM), the UN affiliated organization founded by UNESCO, in charge for the development of the e-services platform within the Global Alliance for ICT and Development. [2004 – 2014]
- Personal Assistant of the CICT chairman (Conseil international du cinema et de la télévision), for the activities carried out together with COPEAM and MCM organizations. [1997 – 2000]
- Personal Assistant of the UNESCO delegate for the startup of the OCCAM project in Milan. [1996 – 1998]

Design, production and delivery of high-tech B2B projects and services:

- Freelancer for companies operating in the fields of: ICT; multimedia production; marketing; events organization; market surveys. Among other tasks: technician; technical supervisor; executive producer and director of multimedia conferencing and training services for business. Major projects carried out: implementation and management of computer-aided marketing-oriented services; design, implementation and management of access control, presence monitoring and voting operations systems at exhibitions and congresses; installation and training of large standalone medical database systems. [1990 – 2008]

EDUCATION

- Graduated *summa cum laude* with a **Master's Degree in Communication Studies** from IULM university of Milan, with a thesis on *Interactive Television* (1995 – 2000)
- Studies in **Management Engineering** at Politecnico university of Milan (1989 – 1995)
- High school diploma in **Digital Electronics** with main focus on ICs applications, EPROM programming, algorithms and coding (Z80 Assembly, BASIC), with a final paper on *Optical Fibers* (1984 – 1989).

ADDITIONAL INFORMATION

Italian mother tongue, fluent in **English** and **French**

Expert user of MS **Windows OS**, major **productivity software**, **multimedia authoring tools** and **Python**

Examiner/proctor for MOS (Microsoft Office Specialist) and ICDL (International Computer Driving Licence) advanced certifications (*MS Office, ePMQ, e4job, Digital marketing, et al.*)