

## Lorenzo Benussi

### SHORT BIO

Lorenzo Benussi, Laura Magistrale in Communication Sciences and PhD in Economics of Innovation, is advisor for digital policy at the TOP-IX Consortium where he develops projects and policies to support digital innovation. He was counsellor of the Italian Minister of Education and Research and member of task forces to promote online engagement and e-participation at the Ministry of Reforms and the Ministry of Foreign Affairs. He is also member of the scientific board of Opencoesione, open data project of the Ministry of Treasury, and member of the board for innovation of the IREN Group. Lorenzo is fellow of the NEXA Centre for Internet and Society at the Polytechnic of Turin where he conducts researches on economics of innovation, strategic management and economics of knowledge.

Lorenzo main interest both as professional and researcher is the evolution of innovation models due to the pervasive diffusion of digital networks.

### EDUCATION

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- PhD in Economics of Innovation (school of Communication Sciences) at the University of Turin. Thesis subject: *The evolution of Technological Knowledge in Digital Networked Media: the free/open source software case study*. Tutor: prof. Cristiano Antonelli, Università di Torino. Dissertation committee composed by: Prof. Angelo Raffaele Meo – Politecnico di Torino, prof. Stan Metcalfe – The University of Manchester, prof. Cristiano Antonelli, Università di Torino. September 2002 – March 2006.
- Visiting researcher at the ESRC Centre for Research on Innovation and Competition (CRIC), the University of Manchester. Tutor: Prof. Stan Metcalfe. October 2004 – September 2005.
- Visiting student at the *Msc Management of Science, Technology and Innovation* master course of the Centre for Policy Research in Engineering, Science and Technology (PREST), Manchester Business School. Tutor: Prof. Ian Miles. October 2004 – September 2005.
- i-Law short Master in Law: *Internet Law Program*, held by The Berkman Center for Internet & Society, Harvard Law School, organised by the IEIIT-CNR, Politecnico di Torino, LUISS. May 2005.
- Laurea degree in Communications Sciences at the University of Turin. Field:

Economics of Innovation. Thesis title: *A multidisciplinary analysis of the relation between Communication management and Innovation in Italian SMEs*. Tutor: Prof. Cristiano Antonelli. September 1996 – July 2002.

- Diploma di Maturità Classica, Liceo Calassico S. Maffei, Verona. September 1991 – June 1996.

## **PROFESSIONAL EXPERIENCE**

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### **Strategic advisor and innovation manager**

December 2007 - today

TOP-IX Consortium – Turin, Italy

- Open Data evangelist – I created the first open data portal ([dati.piemonte.it](http://dati.piemonte.it)), the first national open data contest ([appsforitaly.org](http://appsforitaly.org)) and the first open data law in Italy. I lead relevant projects in different field, from the Ministry of Education to the municipality of Rome involving different stakeholders as high school students, researchers, entrepreneurs, citizens, civil servants. I became one of the major experts of Open Data projects in Italy and EU.
- Cloud Computing and Big Data analyst – I was one of the first analyst of the promises and perils of Big Data and Cloud Computing in Italy. I developed policies to promote Big Data and Cloud Computing at local level, with the Piedmont Regional Government, the University and the Polytechnic of Turin and at national level, within the Italian Digital Agenda (budget €8M). I also lead projects with large corporations (es. Iren Group) and SMEs to foster the use of big data technologies.
- Policy advisor - I am an expert of internet-based business model and innovation policies. I undertake business researches and analysis on technology and market trends to inform the local government and TOPIX's private stakeholders. I do consulting to promote the growth of a rich digital ecosystem in Italy. I managed large public funds (€25 Millions in 2008/2009 -Piedmont Region). I am often called as technical expert to evaluate innovative projects, both on the private and the public side.
- Innovation manager - I was part of the team who built the TOP-IX's Development Program an international network of Internet startups that supported more than 300 startups in 5 years on product development, marketing and funds raising.
- I organize large events and conferences on the economic, technological and social changes coming from the pervasive diffusion of Digital Technologies.

### **Advisor of the Minister (Prof. F. Profumo)**

January 2012 - May 2013

Ministry of Education, University and Research – Rome, Italy

- As member of the Cabinet and the Technical Secretariat of the Minister I took part in the design and implementation of a broad range of policies to promote research and innovation. I worked in international projects and I organized high-level meetings with international organizations (es. OECD, European Commission, United Nations). I managed the relations with the press and I experimented new ways to engage citizens in the policy making process by using Internet platform (es. Online public

consultations).

- I was part of the team who conceived, negotiated with stakeholders and wrote some articles, (concerning highly innovative topics as Smart Cities, Open Data, Big Data, Open Access, Public Procurement, Social Innovation, Start-ups and Digital Skills) of the Italian law n.179/2012 that composes the Italian Digital Agenda.
- I was in charge of planning and implementing strategic projects on open data and big data, cloud computing, social innovation, start-ups, smart cities, innovative procurement, digital education.
- I wrote several speeches for the Minister and his Counselor on the importance of Internet as leaver of economic growth and social progress

**Advisor of the Minister (On. G. Quagliariello)**

May 2013 – October 2013

Ministry of Institutional Reforms – Rome, Italy

- Advisor for Internet policies. I was part of the small team (3 members) that designed and created the online Public Consultation on constitutional reforms. The project, which aimed at engaging citizens in the fundamental process of changing the Italian Constitution, represented the largest e-democracy process created by the Italian government. I was in charge of the technical part of the process.

**Advisor of the Minister (On. E. Bonino)**

May 2013 – October 2013

Ministry of Foreign Affairs – Rome, Italy

- Advisor for Internet policies. I took part in the designing of public consultation of Destination Italy a large set of policies to promote foreign investments in Italy.

**Virtual Reality & Multi Media Park - VRMMP**

September 2002 – December 2006

Virtual Reality and Multimedia Park - Turin, Italy

- Co-Funder of Opensource Lab. I funded the lab and I managed the budget and human resources from 2004 to 2006. I established a network of connections with universities and private partners; I provided consultancies to SME in the Piedmont Region on free open source software, web technologies and multimedia technologies. I coordinated the development, documentation and testing activities of the technologies produced by the Lab.
- Head of New Media Unit, from 2003 to 2004- I managed the budget, hired the personnel and developed the business in the field of new media. I was in charge of proposing new projects to key customers and assist their training. I was the interface between the unit and other company departments as well as with the public administration. As head of unit I participated in the board of directors of the VRMMP. Extra project – I conducted a feasibility study on the creation of ten Multimedia Labs in Burkina Faso's capital Ouagadougou for the development of ICT and Multimedia in Africa. I Co-authored a Television Format on Physics “Fisica Fantastic” produced by RAI, the Italian National Broadcaster.

- Project Manager, from 2002 to 2003 – I contributed as junior economist to several analyses on technology transfer opportunities in the Piedmont with a special focus on Internet and open source technologies. I participated in various projects held by local public administration addressed to promote innovation and increase SME productivity by using Internet and new media.

## **ACADEMIC EXPERIENCES**

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### **Research Activities**

#### **Fellow**

January 2011 – today

NEXA Center for Internet and Society

Computer and Control Engineering Department, Polytechnic of Turin.

- Conduct economics analyses on the future development of Internet, focusing on issues as E-Privacy, Net Neutrality, Open Data, Cloud Computing, Open Access.
- Conduct qualitative and quantitative studies on open business models and methods to exploit digital commons in Open Innovation environments.
- Conduct qualitative and quantitative researches on the implication of using open IPR strategies as Creative Commons or Free/Open Source licenses to manage technological knowledge and innovation.

#### **Assistant professor**

January 2006 - January 2011

Economics Department, University of Turin

- Conduct economics, technological and legal analyses on the future development of web services based on FLOSS (free libre open source software).
- Conduct historical research and the evolution of modern computing, software industry and telecommunication networks.
- Conduct qualitative and quantitative surveys on the adoption of free/open source software by SME in the Europe, with special focus on Free/Open Source based firms.
- Conduct researches on technological Innovation in the New-Media field (Networked Audio/Visual Systems).
- Represent the University of Turin in the project COMMUNIA (<http://live.polito.it/>) , funded by the EU.

#### **Teaching**

September 2005 – June 2007

- Lecturer in Economics of Knowledge, Università di Torino, Postgraduate (Laurea Magistrale) course in Communication Studies.
- Lecturer in Economics of Innovation, Università di Torino, Postgraduate (Laurea Magistrale) course in Communication Studies.
- Lecturer in Economics of Information and Communication Technologies, Università di

Torino, Postgraduate (Laurea Magistrale) course in Communication Studies.

- Lecturer in Economics of Innovation, School of Business Administration of Università di Torino, Undergraduate (Laurea) course in Business Communication Management

## SELECTED PUBLICATIONS

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- Benussi, L. (2013) - Evoluzione dei sistemi informativi (The Evolution of information systems). In G. Vasty (a cura di) Annali della Pubblica Istruzione. Forthcoming, Le Monnier, Firenze.
- Benussi, L. (2011) - I contenuti dei progetti innovativi in Piemonte (Innovation in Piedmont: the case of cloud computing and software as a service). In G. Russo e P. Terna (a cura di): Innovare in Piemonte. Otto Edizioni, Torino, Italia.
- Benussi L., (2008) Sulla natura economica della creatività digitale: ovvero sul perché sia essenziale condividere e riutilizzare informazioni digitali - The economics of digital creativity or why is import to share and re-use digital information. In U. PAgallo (eds.) Copyright Digitale - Digital copyright. Giappicchelli Editore, Torino, Italia.
- Benussi L., (2007) The role of free/open source model in supporting New Technology Based Firms. Analysis of free/open source based firms in the Turin metropolitan area. In C. Franzoni and C. Rossi (eds.) Open Knowledge and the cooperative approach to the production of research and innovation. Franco Angeli, Milano, Italia.
- Benussi L., (2006), The history of the free/libre open source software: stories from the open source evolution. In A. Bonaccorsi and C. Rossi (eds.) Economic Perspective on Open Source software. Franco Angeli, Milano, Italia.

## Conference Presentations

- Conference presentation at the 2006 O'Reilly European Open Source Convent, Brussels, September 2006. Title: "An Economic Interpretation of the Evolution of the Free/Open Source Software". Ref.: <http://conferences.oreillynet.com/pub/w/48/speakers.html>
- Presentation of research proposal at the EC workshop on the future of digital multimedia services and broadcast technologies, Brussels, September 2006. Title: "Progressing interaction and sharing in Networked Audio Visual Systems". Ref.: [http://cordis.europa.eu/ist/audiovisual/neweve/e/ws210906/ws210906\\_a.htm](http://cordis.europa.eu/ist/audiovisual/neweve/e/ws210906/ws210906_a.htm)
- Conference presentation at the Strategic Management Society Special Conference: NEW FRONTIERS IN ENTREPRENEURSHIP, Catania, May 2007. Title: The diffusion of free/open source software in Turin province. The case of software firms doing business out of open code.
- Conference presentation at the Third International Conference on Open Source Systems, Workshop: Toward a New Industrial Organization? OSS in economic and managerial perspective, Limerick, June 2007 Title: The diffusion of free/open source software in Turin province. The case of software firms doing business out of open code.
- Conference presentation at 8th Annual International Open and User Innovation Workshop- August 2-4, 2010 - Massachusetts Institute of Technology MIT Sloan School of Management. Title How to reproduce the FLOSS model in the Cloud Computing environment

- Conference presentation at the Internet2 Member Spring Meeting, Arlington, Virginia, 22-26 April 2010. Title The Evolution of Internet Exchange: TOP-IX Public and Private Broadband Infrastructure in Piedmont, Italy
- Presentation of Apps4Italy at the Open Government Data Camp, Warsaw 20 October 2011

## HONORS

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1) *PhD Fellowship*, Università di Torino

2) *Post – Doc fellowship (Assegno di ricerca)*, Università di Torino, Department of Economics. Research fields: Economics of Innovation, Economics of knowledge, Economics of ICT, Sociology of Communication and Intellectual Property Right Law.

## REFERENCES

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**Prof. Francesco Profumo**, President of IREN Group and Full Professor of industrial and information engineering, the Polytechnic of Turin

Francesco.Profumo@gruppoiren.it

**Prof. Mario Calderini** Full Professor of Strategy and Innovation Management

Polytechnic of Milan

E-mail: [mario.calderini@polimi.it](mailto:mario.calderini@polimi.it)

## LANGUAGES

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Italian (mother tongue). Fluent English (written and spoken). Basic French (spoken and written).

## OTHERS

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Travelling: I have been to almost all the EU and I visited the North Africa, the Indochina and the US

Sport: sailing, swimming, skiing.

Hobbies: playing guitar and bass, cinema, reading, contemporary and digital art.

I am married with Francesca and I have two sons: Beatrice (7) and Ludovico (2).

## MEDIA APPEARENCHES

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### Television

- UnoMattina, Talk Show, RAI 1 (national broadcaster), April 2012 – Interview on the Italian Digital Agenda

### Press

- Wired, 05/12/2010 - Liberi dati in libero Stato
- <http://mag.wired.it/rivista/password/lorenzo-benussi-liberi-dati-in-libero-stato-password.html>
- Corriere delle Comunicazioni, n.6, 02/04/2012 “PA è arrivato il tempo dei fatti” [http://www.corrierecomunicazioni.it/archivio-giornale/2012/6/Corcom\\_7.pdf](http://www.corrierecomunicazioni.it/archivio-giornale/2012/6/Corcom_7.pdf)
- Corriere delle Comunicazioni - interview, 04/07/2012 [http://www.corrierecomunicazioni.it/protagonisti/16239\\_benussi-il-cloud-pilastro-dell-agenda-digitale.htm](http://www.corrierecomunicazioni.it/protagonisti/16239_benussi-il-cloud-pilastro-dell-agenda-digitale.htm)
- CheFuturo!, 14/12/2012, Le 5 cose che cambiano con l'Agenda Digitale (e la storia dei “ragazzini” che l'hanno scritta)
- <http://www.chefuturo.it/2012/12/le-5-cose-che-cambiano-con-lagenda-digitale-e-la-storia-dei-ragazzini-che-lhanno-scritta/>
- LaStampa, 02/02/201, Sei neo-assunti al MIUR, <http://www.lastampa.it/2012/02/02/blogs/diritto-di-cronaca/sei-neo-assunti-al-miur-DkBzCuOWmIYHJ9NCLxoF9O/pagina.html>

### Radio

- 2024, Magazine on technology and innovation, IlSole24Ore (national economic network), Agcom e Open Data: più trasparenza - 31/03/2012 – Podcast available here: <http://www.radio24.ilsole24ore.com/programma/2024/2012-03-31/agcom-open-data-trasparenza-194345.php?idpuntata=gSLAu8A3&date=2012-03-31>
- 2024, Mobilità intelligente, opendata e cyber attacchi - 22/03/2013 – Podcast available here: <http://www.radio24.ilsole24ore.com/programma/2024/2013-03-23/mobilita-intelligente-opendata-cyber-185658.php?idpuntata=gSLAfhkQM&date=2013-03-23>