



Profile

As Creative Director in the [Center for IBM e-business innovation::Milan](#), Max combines 16 years of creative advertising and multimedia experience with practical know-how, working for large customers like IBM, Ideal Standard, Algida, Solvay, Eni, FedEx, Telecom Italia, Microsoft, Tin.it.

Leading creative business visions to their implementation, his career has followed the growth of e-business market, from digital branding and e-business transformation.

Previously, Max has been co-founder and creative director of A&P, a creative-boos agency empowering new business for large advertising agencies as McCann Erickson, Ogilvy & Mather, JWT, Metropolis, Conquest Europe.

Expertise

Consulting skills

- Interactive Branding & Design
- Media, communication, advertising
- User experience design
- Information design and architecture
- UCD, ease of Use, usability engineering, accessibility
- Standards

Functional skills

- Enterprise content management
- Design, Organization and Change for Editorial Systems
- Content, Knowledge & collaboration systems and solutions
- Portals and Intranet over cross platforms (WPS, MySAP, MS, Oracle, Vignette, Interwoven, FileNet P8, Divine.)

Contacts