

## Contact

## Top Skills

Strategy consulting  
Artificial Intelligence (AI)  
Data-led transformation

## Languages

Italian (Native or Bilingual)  
English (Professional Working)  
Spanish (Professional Working)

## Certifications

PRINCE2® 2017 Foundation & Practitioner  
BEC Vantage  
ISO/IEC 27001 (2014)

## Honors-Awards

II EDIZIONE PREMIO AIF ADRIANO OLIVETTI 2016

## Publications

Competitività del Cloud Computing in Lombardia

# Marco Contino

Data & Artificial Intelligence Strategy  
Milan, Lombardy, Italy

## Summary

Data & Artificial Intelligence strategy consulting within Automotive, Healthcare, Financial Services industries.

## Experience

Accenture Italia  
Artificial Intelligence Strategy  
September 2021 - Present (2 years 10 months)  
Milan, Lombardy, Italy

Developed Data Value Realization model to estimate economic value generated by Data Strategy, integrated with capital budget process. Client: Tier 1 Financial services Group

Developed Digital Data Platform, data driven use cases and prioritization model. Client: Leading group for the investment, development and management of property assets

P4I - Partners4Innovation - Digital360  
Manager  
January 2019 - June 2021 (2 years 6 months)  
Milan Area, Italy

- Data Governance, Data Protection (GDPR) & Data Management (DAMA)
- Proficient in project management including large transformation and change management initiatives
- Appointed as go-to-market Strategist: DPO-as-a-Service, CISO as-a-Service, GRC (Governance Risk Control) Software
- Currently supporting clients in Healthcare, Fashion, Digital Payments industries
- Salesperson, Project Manager, Digital Transformation
- Lead Generation, Lead Management, CRM

EY  
6 years 1 month

## Senior Consultant | Customer Digital Strategy

March 2017 - January 2019 (1 year 11 months)

Milan Area, Italy

- Supported a tier I large banking group to identify and implement the solutions (Organizational and Technological) required by General Data Protection Regulation (GDPR). Conducted POC and led workshops to present the new Privacy by Design/Privacy by Default processes and related tools to bank divisions (Asset Management, International Subsidiary banks and Private banking)
- Design and development of a Digital Executive Dashboard for top managers and general manager of a mid-size banking group to monitor the performance within their business, giving them both a high level view as well as the ability to drill down into the granular details of the business.
- Supervised 3-people team and set development goals to each member through coaching initiatives
- Supported 2 external senior contractors by conveying Client's needs regarding specific studies on external regulatory topics and conducting "deep dive" researches (PSD2 / NIS Directive)
- Led workshops (up to 20 participants) to build a deep knowledge on Digital Strategy, Mobile Payments and related regulations promoting collaboration through cross-functional consulting teams within PSD2 Scope
- Designed P&L model to estimate digital advantage related to digitalization of standard non-digital banking services with particular attention to cross-selling initiatives
- Supported mid-range banking Client in facing PSD2 "build vs comply" challenges through customer journey design, personas identification, app development supervision
- Contributed to the organization of 2 Hackathon Event in order to foster collaboration between EY internal resources, Client resources and Startup teams
- Conducted Digital Partners scouting and actively contributed to partnership establishment with large tech/digital player (Account Aggregation, PPAA mobile payment, AISP, X2A, more)

## Senior Consultant | Risk Management

January 2013 - January 2019 (6 years 1 month)

Milan Area, Italy

- Covered Project Manager role in 9+ compliance initiatives with impacts on Operational Risk Management, Digital Strategy and Payment Services
- Assisted Compliance Officer and Enterprise Security Officer from top-tier large banking group (+100K employees) by conducting gap analysis towards

external regulations and supervising internal regulations updating process in order to comply with MiFID II, PSD2 and Regulatory Technical Standard (RTS) provided by EBA on Strong Customer Authentication

- Conducted market assessment and competitor analysis in order to verify digital strategy effectiveness towards innovative payment services (e.g. Apple Pay)
  - Supervised 3-people team and set development goals through coaching initiatives
  - Supported 2 external senior contractors by conveying Client's needs regarding specific studies on external regulatory topics and conducting "deep dive" researches
  - Led workshops to build a deep knowledge on Digital Strategy, Mobile Payments and related regulations promoting collaboration through cross-functional consulting teams
  - Supported Senior Managers in engagement management through estimating effort, calculating main economics, defining new proposals and leading new Junior Consultant on-boarding
  - Delivered high quality Project Management tool (Masterplan) reducing by 2 FTE (out of 3) the effort needed for projects supervision
  - Continuously reported to Engagement Managers on projects advancements, new selling opportunities and performance of the assigned consulting team
  - Assisted Client in Vendor Management by providing regulatory requirements, analyzing target solutions, conducting RFI/RFP and related Risk Assessment
  - Actively contributed to improve RFI/RFP process reducing the estimated time needed from weeks to days by defining a new lean knowledge sharing process
- Recent engagement: MiFID II, PRIIPs, IFRS9 / IAS 39 (SPPI Tool), iCPPI Automation (Banca IMI), IPV, EPC | SEPA Instant Payments (PSD2), PSD2, Vendor Management

## Osservatorio Assolombarda Bocconi

### Business Analyst

September 2011 - August 2012 (1 year)

Cloud Computing Market assessment in Lombardy (Italy). The final report has been discussed and accepted by Assolombarda and Confindustria with lot of excitement.

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## Education

Università Commerciale 'Luigi Bocconi'

Master's Degree, Business Administration and Management,  
General · (2009 - 2011)

Università Commerciale 'Luigi Bocconi'

Bachelor's Degree, Economia aziendale e management · (2006 - 2009)

ERNST & YOUNG BUSINESS SCHOOL

Master of Business Administration (M.B.A.), Master in Business  
Advisory · (2014 - 2016)

Istituto San Isidro de Madrid

Bachillerato, Humanities/Humanistic Studies · (2001 - 2006)

Liceo Classico G.Meli

Liceo Classico, Humanities/Humanistic Studies · (2001 - 2006)

