

## Angelo Leone Interns Club – Mentor profile



**Name:** Carmine

**Surname:** Russo

**Date of birth:** 23/07/1991

**Place of birth:** Vallo della Lucania (SA)

### **Experience with E4Impact**

Internship in: Kenya

Year: 2016

Degree course: Business Management - Economy

Thesis in: *Analysis of social enterprises in Kenya: Using mobile technology generate social impact.*

### **Short description of his career path**

Carmine Russo has graduated in Business Management at the Università Cattolica del Sacro Cuore in Milan and during his studies he has had some experiences of international exchanges in Spain, England and Mexico. In 2016 he has lived for 6 months in Kenya working for an MBA programme offered by E4Impact Foundation, meanwhile making researches for his thesis.

In this period he has done some coaching activities for social enterprises for the redaction of business plans and financial projection. Moreover, he has collaborated with some local startups making market analysis focused on the development of the Internet and on the use of smartphones in Kenya

When he came back to Italy in 2017, he collaborated with a big Italian enterprise, working in the sector of flexible packaging, in order to develop a new business unit based on the development of a new digital retail channel for the small/medium enterprises in the coffee world.

This period characterized his formation with in-depth analysis on the redaction of Business Plans, Business development activities, team building activities, reorganization of business processes.

Later Carmine has worked with the department of innovation of the Giffoni Film Festival offering his knowledge in business strategy and business model structuring and assuming the responsibility of the Dream Team, a format which involves the organization of temporary campuses made up of

creative youth and the best talents of digital and cultural innovation, selected and guided with the aim to work on strategies design and realization, prototypes and services for big companies and institutional subjects through Open Innovation pop-up workshops.

Currently Carmine attends the Apple Developer Academy, expanding his knowledge in the App Economy. In the meantime he is following some projects which combine themes of social innovation and technological innovation.

**Mentoring that he is willing to offer:**

- Business Plan;
- Financial forecasting models;
- Business Model Canvas;
- New Technologies (Industry 4.0).