

PERSONAL INFORMATION

FRANCESCO MARCANTONI

✉ francesco@esimple.it

Sex M | Date of birth 15/04/1977 | Nationality italian

WORK EXPERIENCE

-
- From 05/2020 **R&D responsible New Changer Group srl, Rome, IT**
New Changer is one of the leading companies in Italy for the design of fiber optic networks, support and maintenance services in the TLC field
- From 05/2018 **Co-Founder e CEO Livemote srl, Arezzo, IT**
Livemote is a startup dedicated to the development of a new system of augmented reality on the maintenance and smart industry field.
- From 05/2017 **Co-Founder of Livemote Inc., San Francisco, CA**
Livemote is a startup dedicated to the development of a new system of augmented reality on the maintenance and smart industry field.
- From 02/2017 **Member of the Board at DIVRSO srl, Florence, Italy**
DIVRSO is a startup dedicated to the development of a new e-commerce solution based on virtual reality. The DIVRSO team is made up of experts in the field of augmented reality and virtual reality.
- From 10/2016 **IED – European Institute of Design**
Teacher of Mobile Technologies and Mobile Apps
Teacher of Augmented Reality and Virtual Reality
- From 05/2016 **Member of the Board at Esimple Tech srl, Arezzo, Italy**
Esimple Tech srl is the branch of Esimple dedicated to the research & development of technologies and solutions for personal and industrial security and IoT, born from the joint venture between Esimple srl, leader in the research and development of Augmented reality, Virtual reality and real-time 3D technologies and solutions, and Gecom spa, security company leader in the supervision and protection of moveable assets and real estate.
- From 05/2012 **Director at Esimple bilişim ve yazılım sistemleri Ltd, Ankara, Turkey**
Esimple bilişim is the Turkish branch of Esimple srl
- From 01/2013 to 12/2015 **Co-founder and CEO at in3Dgallery Inc., San Francisco, CA**
in3Dgallery is a cutting edge tool based on 3D virtual technology to exhibit creativity, a 3D tool for artists, photographers, designers. The company is based in San Francisco since January 2013 and funded by the Mind the Bridge accelerator.
- From 01/2007 **President and CEO at Esimple srl, Arezzo, Italy**
Strategic management of the company, identification of the best market strategies for the

acquisition of new partners and clients, development of wide-ranging projects in cooperation with the executive team. Supervision of technological, graphic and functional choices.

From 2001 to 2007

Founder at Net style snc, Arezzo, Italy

Administration, customer management, web development, design and graphic design

EDUCATION AND TRAINING
2013

Mind The Bridge Business School - San Francisco, California

Development of a startup, definition of business models, business plan creation, team management, search for risk capital investors.

From 1991 to 1996

Liceo Scientifico F. Redi, Arezzo, Italy

MFI specialisation (Mathematics, Physics, Information science)

RESEARCH PROJECTS

2011-2017

Esimple srl, Arezzo

VR/AR solutions and Mobile apps.

I've more than 20 years of background in the most popular software platform and a strong capability of problem Solving. I've actively participated to the research of technological solutions for Virtuumall (2008), the world's first 3D virtual mall. I searched together with my team the best technology to use as a framework base for the 3D platform choosing Unity.

I moved to Turkey in 2012 to follow the 3D Virtual Mall project and I managed a team of people in Ankara to continue the research and adapt the platform to the turkish market.

In 2013 I moved to San Francisco to manage in3Dgallery inc a company dedicated to create a new VR presentation software and I was the research team leader to find the best technologies to startup the company.

I have been the lead researcher for the technology behind SmartPaper, the augmented reality platform which is the base of every AR solution of Esimple srl to date.

PERSONAL SKILLS

Mother tongue(s)

Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C2	C1	C1	C1
French	B1	B2	B1	B2	B1
Spanish	A2	B1	A2	A2	B1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills

- Living and working with other people in a multicultural environment, occupying places where communication is important and in situations where it is essential to work in a team
- Coordination and administration of people and projects. Ability to work in teams using collaborative tools

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

- 15+ years experience with PC operations
- 25+ years experience with Apple operations

Job-related skills

Strong knowledge:

- Software architecture (Flowcharts)
- UI/UX Design
- Mac OS X
- Html Design and CSS
- Adobe Creative Suite
- Unity 3D
- Windows

Good knowledge:

- Microsoft Office Suite

Driving licence A & B

Autorizzo il trattamento dei dati personali contenuti nel mio curriculum vitae in base art. 13 del D. Lgs. 196/2003.