Davide Ricciardi

Strategy and Growth Manager | Business Development | Two-Time Co-Founder

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PROFESSIONAL SUMMARY

Two-time co-founder with nine years across **strategy, growth, business analysis and operations**. Currently CEO and co-founder of CuraMe, a privacy-first digital health venture; previously Co-Founder and Chief Growth Officer at Sweeft Analytics and Senior Business Analyst at Mudrex, where I was promoted to Central Office Executive. I build the KPI frameworks, market and competitive analyses and A/B testing programmes behind go-to-market decisions, and I turn them into partnerships and execution. What sets me apart is depth on sustainability: peer-reviewed research on CSRD and ESRS and a FrancoAngeli monograph on SME reporting, at a time when clients, investors, banks and supply chains increasingly ask companies for ESG data. M.Sc. in Economics and Business Management, 110/110 with honours.

KEY ACHIEVEMENTS

- First author of a peer-reviewed article in **Technology in Society** (Elsevier, 2026, article 103587) benchmarking a scenario-based decision support system for entrepreneurial sustainability decisions.
- Co-founded two companies and lead one as CEO, owning product strategy, positioning, partnerships and operating design.
- Selected to pitch CuraMe at the RubikHub Final Demo Day, SmartCityLab Milan (2026).
- Promoted at Mudrex from Senior Business Analyst to Central Office Executive, moving from analysis to cross-team operations.
- Peer-reviewed author (AIDEA 2026, ISBN 9788894783919) and European Climate Pact Ambassador, bringing ESG credibility into commercial conversations.

SKILLS

Strategy and growth: business strategy; growth strategy; go-to-market strategy; market positioning; partnerships; business development; sales support; revenue operations

Business analysis: market analysis; competitive analysis; KPI frameworks; performance analysis; A/B testing; acquisition channel optimisation; user behaviour analysis; decision support

Operations and leadership: operating model design; workflow and process design; cross-functional coordination; stakeholder management; agile project management

Sustainability and ESG: Corporate Sustainability Reporting Directive (CSRD); European Sustainability Reporting Standards (ESRS); Voluntary SME Standard (VSME); ESG data requests from customers, lenders and supply chains; double materiality

Tools: HubSpot CRM; Google Analytics; spreadsheet modelling; data analysis

PROFESSIONAL EXPERIENCE

CEO and Co-Founder

CuraMe | Italy | 01/2025 - Present

- Founded and lead a privacy-first, AI-powered digital health platform that simplifies everyday care management and reduces the operational load on health professionals.
- Defined product strategy and market positioning around a clear problem: care coordination for an estimated 20.4 million at-risk patients in Italy.
- Built growth and partnership initiatives to drive early traction and distribution.
- Designed operating workflows and internal systems to support scalable execution under early-stage resource constraints.
- Pitched CuraMe at the RubikHub Final Demo Day, SmartCityLab Milan (2026).

Co-Founder and Chief Growth Officer

Sweeft Analytics | 01/2024 - 12/2024

- Led growth strategy and execution for a mobile analytics startup with a sustainability orientation, aligning go-to-market initiatives with business objectives.
- Built KPI frameworks to track growth and guide product and commercial decisions.
- Conducted competitive analysis and developed market positioning materials.
- Developed partnerships and supported sales initiatives to expand market reach.

Central Office Executive

Mudrex | Italy | 01/2023 - 12/2023

- Promoted from Senior Business Analyst to support day-to-day operations and central-office execution across teams.
- Coordinated internal communication and administrative workflows to keep execution efficient.

Senior Business Analyst
Mudrex | 06/2022 - 01/2023

- Delivered market and performance analyses to identify growth opportunities and optimise acquisition channels.
- Designed A/B testing approaches and turned results into actionable recommendations supporting scaling.
- Prepared structured decision-support material for organisational and commercial decisions.

Business and Community Strategy Manager
Harmony | 01/2021 - 07/2022

- Aligned ecosystem and community activity with company objectives, and analysed user feedback and behaviour to improve product and experience.

Researcher and Consultant (Freelance)
Self-employed | 04/2017 - 09/2020

- Researched brand recognition and innovation strategies for early-stage ventures, producing inputs for brand development and go-to-market reasoning.

SUSTAINABILITY AND ESG EXPERTISE

- Session organiser and concept note author for the European Climate Pact Green Zone side event at **UNFCCC COP31**, Antalya, November 2026.
- Subject Matter Expert (Cultore della Materia) in Sustainability Reporting and Integrated Reporting, Università degli Studi Guglielmo Marconi (10/2025 - Present).
- Corresponding author and presenter of a peer-reviewed full paper on ESRS-GRI interoperability in the European energy sector, XLI AIDEA National Conference 2026 (ISBN 9788894783919).
- Co-author of "Lo standard VSME nel reporting di sostenibilità delle PMI non quotate", FrancoAngeli, 2026, ISBN 978-88-351-9438-5 (double-blind peer reviewed), on the ESG data SMEs are asked for by clients, supply chains and banks.
- Research team member on the funded "Reinventing Green" project, rated "excellent" by the university committee (10/2025 - Present).

LEADERSHIP AND PUBLIC ENGAGEMENT

- European Climate Pact Ambassador, European Commission (01/2025 - Present): Co-Chair of Community Cafés on the road to COP31; Session Moderator, Climate Skills Hub, Brussels (2025); featured in the Climate Pact Newsletter, Issue 54 (ISSN 2811-8065).
- Programming Committee Member, International Society of Sustainability Professionals - ISSP (08/2024 - Present).
- Pact for Skills Leader, European Union (10/2024 - Present).

EDUCATION

M.Sc. in Economics and Business Management
Università degli Studi Guglielmo Marconi | Italy | 10/2023 - 10/2025

- Track: Economics of Innovation and Sustainability. Final grade **110/110 with honours (cum laude)**; exam average 28.69/30.
- Thesis: "Reinventing Green", a framework for testing sustainable decisions before they are made (Supervisor: Prof. B. Marsigalia). Continued as a funded research project and a journal article.

B.A. in Economics
Università degli Studi Guglielmo Marconi | Italy | 03/2020 - 04/2023

- Final grade 109/110. Coursework combining economics, management, digital transformation and strategic analysis.

CERTIFICATIONS

HubSpot Revenue Operations Certification, HubSpot Academy (2025-2026); Corporate Finance Foundations, Corporate Finance Institute - CFI (2024); McKinsey Forward Program, McKinsey & Company (2024); Agile Project Management, Atlassian (2024); Google Data Analytics Certificate, Google (2023).

LANGUAGES

Italian (native or bilingual proficiency); English (full professional proficiency).

I authorise the processing of the personal data contained in this curriculum vitae pursuant to Regulation (EU) 2016/679 (GDPR) and Italian Legislative Decree 196/2003, as amended.