Davide Ricciardi

Digital Health | Product Strategy and Business Development | Healthtech Founder

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PROFESSIONAL SUMMARY

Healthtech founder building **CuraMe**, a privacy-first, AI-powered platform that simplifies everyday care management, in a system where an estimated 20.4 million patients in Italy are at risk. As CEO and co-founder I own product strategy, positioning, partnerships and operating design, and I pitched CuraMe at the RubikHub Final Demo Day, SmartCityLab Milan. Beyond the founder role I bring privacy-by-design and GDPR-conscious service design for sensitive health data; the analytical discipline of a business analyst (KPI frameworks, A/B testing, acquisition analysis); and experience working with institutions and multiple stakeholders at European level. 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.
- Founded CuraMe and lead it as CEO, from problem definition and product strategy to partnerships and operating workflows.
- Selected to pitch CuraMe at the RubikHub Final Demo Day, SmartCityLab Milan (2026).
- Built the product on privacy by design as a starting constraint for sensitive health data under GDPR.
- Co-founded a second startup, Sweeft Analytics, as Chief Growth Officer, building KPI frameworks and go-to-market.

SKILLS

Digital health and product: product strategy; product positioning; user research; service design; care management; care coordination; workflow simplification; patient experience; MVP definition

Health data and compliance: General Data Protection Regulation (GDPR); privacy by design; data protection; data governance for sensitive health data

Go-to-market: partnerships; business development; distribution channels; early traction; pitching

Analytics: KPI frameworks; A/B testing; user behaviour analysis; acquisition channel analysis; market and competitive analysis

Stakeholder management: institutional relations; multi-stakeholder facilitation; public speaking; cross-functional coordination

Tools: HubSpot CRM; Google Analytics; spreadsheet modelling; agile project management

PROFESSIONAL EXPERIENCE

CEO and Co-Founder

CuraMe | Italy | 01/2025 - Present

- Founded CuraMe to simplify everyday care management for patients and reduce the operational load on the health professionals who support them.
- Defined the problem and product strategy for a real-life digital health experience, positioned around care coordination for an estimated 20.4 million at-risk patients in Italy.
- Set privacy by design and GDPR compliance as product constraints from the start, and scoped AI to take operational work off professionals.
- Built partnership and growth initiatives to drive early traction and distribution.
- Designed operating workflows and internal systems for 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 go-to-market for a mobile analytics startup with a sustainability orientation.
- Built KPI frameworks and competitive analyses to guide product and commercial decisions; developed partnerships and supported sales.

Central Office Executive
Mudrex | Italy | 01/2023 - 12/2023

- Promoted to support day-to-day operations across teams, coordinating internal communication and administrative workflows.

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

- Delivered market and performance analyses and optimised acquisition channels; designed A/B tests and produced actionable recommendations supporting scaling.

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

- Analysed user feedback and behaviour to drive product and experience improvements, aligning community activity with business objectives.

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

- Market and innovation research and positioning support for early-stage startups.

RESEARCH AND POLICY BACKGROUND

- 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); research interests include digital health systems and service design.
- Corresponding author of a peer-reviewed full paper at the XLI AIDEA National Conference 2026 (ISBN 9788894783919) and co-author of a FrancoAngeli monograph on SME sustainability reporting (2026, ISBN 978-88-351-9438-5, double-blind peer reviewed).
- European Climate Pact Ambassador, European Commission (01/2025 - Present); Session Moderator, Climate Skills Hub, Brussels (2025); Co-Chair, Community Cafés on the road to COP31 (2026).
- Programming Committee Member, International Society of Sustainability Professionals (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.