

## Andrea Folcio

Digital enthusiast, Marketing and Technology professional with over 20 years' experience with special focus on Madtech and Big Data analytics.

Track record of successfully start up new units (search, analytics, programmatic, AI & big data, martech) in agency and consultancy groups, actually co-founder of TheNewco, a start up focused on TNCiD, a cookieless Identifier. Professor in several Masters, from Programmatic to AI & big data.