



Profile

pierantonio**idini**

business advisor

ENTREPRENEUR & SENIOR BUSINESS ADVISOR



WHO AM I ?

+ 40 years of experience

I am a highly experienced consultant and entrepreneur with over 40 years of expertise in the Technology, Media, Telecommunications (TMT), and Financial Technology (Fintech) sectors. My vast field experience has provided me with a deep understanding and a proven track record in driving innovation and growth.



WHAT CAN I DO?

+ Performance for You

My expertise is in optimizing critical functional areas, consistently driving revenue and operating margins, and demonstrating tangible impact on business growth and efficiency.



MY GOALS?

+ Value for my Customers

I focus on delivering long-lasting value to the organizations I work with. This is achieved through a mutual dedication to entrepreneurial vision and success. I am committed to this approach, which ensures sustainable growth and progress for the companies I collaborate with.



BROADCASTING

1977 - 1995

My career started as a television technician when I was young, and I gradually rose to the producer position, where I managed complex broadcasts. I have collaborated with prominent networks such as Regional TV, Mediaset, RAI, and several international broadcasters. This career path demonstrates my growing proficiency and increasing impact in the broadcasting industry.

COMPANIES

ANTENNA3 - from Cameramen to Manager.
POLIVIDEO - Producer and Organizer
ITALIANA PRODUZIONI- Partner and COO
G.B.R. TV - CEO

SKILLS

Managing complex projects.
Overview of evolution from analog to digital.
Artist management.

KPI

Signal coverage expansion to all of northern Italy.
Production of the world’s first live car rally race.
Average savings on a production budget of 15% without affecting product quality.

MEDIA COMPANIES

1996 - 2017

I have played a crucial role in developing content production companies, expertly managing the transition from traditional flow business models to modern on-demand models. From 2010 to 2017, I served as the Chief Operating Officer (COO) for the media division of a Chinese SOA. During that time, I established valuable connections and built significant relationships.

COMPANIES

IR GROUP USA - Owner and CEO
EBD - Business Development Manager
GBTIMES - Global Chief Operating Officer

SKILLS

Management as a Partner/C-Level in the U.S., EMEA, and CHINA.
Transferable skills in the management field.

KPI

Restructuring of Radio and TV companies.
Media presence from 4 nations to 14 in four years through company acquisitions.
Multilanguage news portal development.

FINTECH

2018 - today

I led the launch of two fintech startups focusing on providing prepaid payment methods linked to sports brands. As the COO, I oversaw operations during the crucial initial phase of the company. Moreover, I effectively carried out an IPO, demonstrating my corporate finance and operational management expertise.

COMPANIES

REPX - Chief Operating Officer
NEXT WALLET - Board Member
NJOY DIGITAL HOLDING - Director

SKILLS

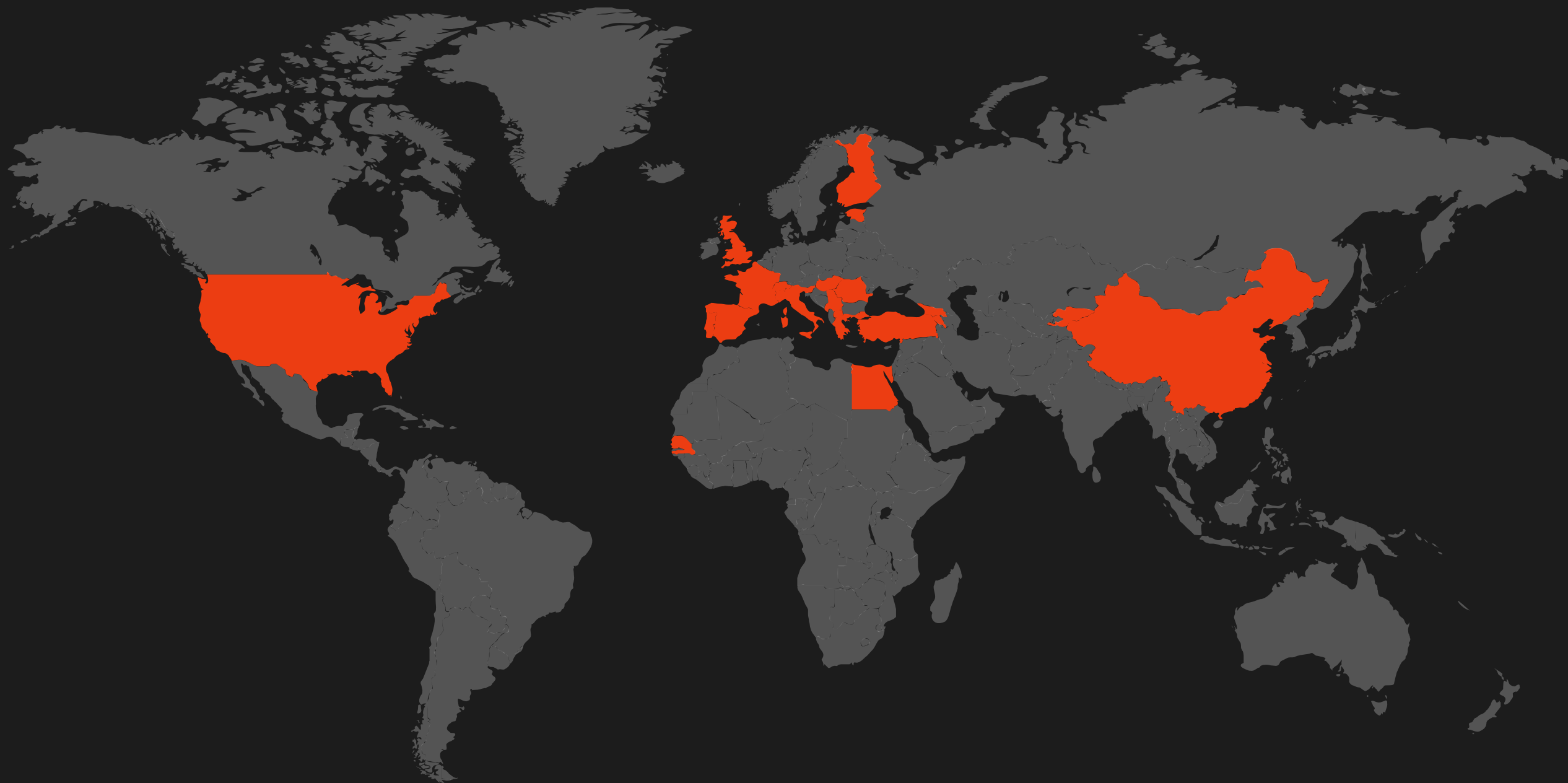
Operations in the startup phase.
Platform development and payment circuits.
IPO support in Cyprus and London.

KPI

Growth hacking of complex business.
Eight months plan and execution for IPO.
Contracts with three issuers negotiated at a 30% discount.

During my career, I have gained much experience working in over **15 different countries**. In those Countries, I have expertise in creating and running businesses independently and representing international organizations.

This worldwide exposure has given me a distinctive viewpoint and a versatile skill set, crucial for navigating diverse market dynamics and cultural intricacies.



Global Experience

I have come to a stage in my professional journey where I would like to impart my vast experience to younger entrepreneurs and managers.

My skills are diverse and can be applied across various sectors. However, I am particularly interested in focusing on specific industries where my experience and network can make the most significant impact. I can enhance your business operations and deliver tangible, measurable value in these areas.

Experience Sectors

1

TMTINTERNET, RADIO-TV AND
TELECOMMUNICATIONS

2

FINTECHIPAYMENT AND CARD
CIRCUITS BUSINESSES

3

INDUSTRIALTURANROUND AND
BUSINESS DEVELOPMENT

Areas of expertise

TMT

I have gained extensive experience and built a strong knowledge network in the Technology, Media, and Telecom (TMT) sector. My expertise includes strategic and feasibility planning, developing comprehensive business plans, and supporting capital acquisition when required. With these skills, I offer substantial guidance and insights, ensuring that strategic objectives are met efficiently and with foresight.

FINTECH

I have recently developed my expertise in the field of fintech. I am well-equipped to assist you in creating branded payment solutions. My services include conducting in-depth feasibility studies, developing strategic business plans, identifying and securing suitable financial technology partnerships, and potentially helping with capital-raising efforts. My goal is to leverage my experience to create a strong foundation for your fintech initiatives and drive success.

FINANCE

I specialize in collaborating with the client's team to reclassify and optimize budgets, intending to attract capital from investors or the market. This process involves creating and delivering an effective strategic plan and pitch tailored to your business. My role extends to presenting this plan to qualified stakeholders, ensuring a compelling and persuasive case is made for investment.

TURNAROUND

During these challenging business times, I provide specialized assistance in corporate turnarounds. My approach involves working closely with you to identify the best strategic alternatives and implement the most effective solutions. By addressing your needs and fostering a shared vision of the future, I aim to enable your company to reposition itself successfully.

I worked with:



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business advisor

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