

CA

Digital Thinking

Bio Management



Davide Casaleggio

CEO & Partner

Davide Casaleggio is CEO and partner of Casaleggio Associati and president and founder of the Rousseau Association, the direct democracy platform of the 5 Star Movement.

Passionate about chess since he was a child, after graduating in Bocconi in economics with a specialization in E-Business, he devoted himself to teaching, to the publication of books dedicated to the web and to collaborations with internet consultancy companies. In 2004 he joined Casaleggio Associati and became president in 2016 after the death of his father Gianroberto.

He is specialized in strategic consultancy for digital innovation, in the definition of online business models and in research in the field of exponential technologies.

He has developed sectoral researches and he constantly holds lectures and seminars. In particular, he deals with **Artificial Intelligence**, **Blockchain** and issues related to the **fourth industrial revolution** in relation to the effects on the economy.

He is the curator of **E-commerce research in Italy** and author of the books "E-business models" and "You are Network".

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Luca Eleuteri

Founder & Partner

Degree in Management Engineering from the Politecnico di Milano, with a master's degree in Consulting and Management for SMEs and in Organization and Management at the University of Virginia Darden. Between 2000 and 2003 he worked in the General Directorate of Webegg Group, as Operation Manager.

Since 2004 he is a founding member and administrator of Casaleggio Associati. He deals with Content and Social Media Strategy in the context of digital publishing and new media.

He manages the editorial initiative [Adagioebook.it](#).

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Mario Bucchich

Founder & Partner

Degree in political science with a thesis on the history of organizational changes determined by new technologies, deals with the Internet since 1997.

Specialized in the communication and managing relationship on line, he began his work in the field of Direct Marketing and Customer Care. After some experience in the field of Information Technology as an Account Manager and Customer Support, he specialized in on line communication, web marketing and website development.

He was Head of Group Communication at Webegg until September 2003, managing corporate communications, development and promotion of the company website, and the integration of communication strategies on and off line and media relations.

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Maurizio Benzi

Partner

Graduated in Economics and Business Management from the Catholic University in Milan, he has been professionally dealing with the Internet since 1998.

He has always been interested in the future of digital innovation and the role that the Internet plays in people's lives and towards businesses.

After numerous experiences in digital consulting, in 2000 he was chosen by Gianroberto Casaleggio to join the Webegg group, in the new eStrategy company area. In those years he deals with business consultancy and starts the launch of the first Observatory on Italian Intranets in collaboration with the MIP – Politecnico di Milano.

In 2004 he decided to follow Gianroberto Casaleggio, thus becoming the first hired in the new consulting firm Casaleggio Associati.

Over the years, keeping his focus on digital strategy, he became Project Manager and subsequently responsible for some of the company's main customers. From May 2015 he became a partner of Casaleggio Associati and joined the company's Board of Directors.

In 2016, a few months after the death of Gianroberto Casaleggio, he published the book "**Gianroberto Casaleggio, his thought in aphorisms**".

Since 2017 he has been the secretary of **the Gianroberto Casaleggio Association**, organizer of the "SUM – Understanding the future" event, which is held every year in Ivrea in memory of Gianroberto.

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Marco Maiocchi

Partner

Designer and developer of software architecture since 1991, in over 20 years has accumulated experience and know-how of team leading and project management first in the host application development for major manufacturing industries, through management and quality control products in client-server architectures, landing on the web application and later to the integration with social networking technologies.

He works at Casaleggio Associati since 2006.

Since May 2015 he became partner of Casaleggio Associati and joined the Board of Directors of the company.

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