

PERSONAL INFORMATIONS:

NAME: ZENO CASTI

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NATIONALITY: ITALIAN

PLACE AND DATE OF BIRTH: VERONA, 04/02/1993

LINKEDIN: <https://www.linkedin.com/in/zenocasti/en>

EDUCATION:

UPA ACADEMY - ALTA FORMAZIONE

Master in integrated communication strategies in the digital age. 2020-2020

UNIVERSITÀ CA' FOSCARI OF VENICE

Master's Degree in European, American and Postcolonial Language and Literature. 2017-2019

复旦大学 (Fudan Daxue) Shanghai, China

International Cultural Exchange school. 2015-2016

浙江大学 (Zhejiang Daxue) Hangzhou, China

Chinese and language and culture. 2014-2015

UNIVERSITÀ CA' FOSCARI OF VENICE

Bachelor's Degree in Languages, Cultures and Societies of Asia and Mediterranean Africa.
2013-2016

UNIVERSITY OF MIAMI

Undergraduate. Economics and marketing. 2012-2013

LICEO CLASSICO "ALLE STIMATE"

Classics and Classical Languages, Literatures, and Linguistics. 2007-2012

WORK EXPERIENCE:

STUDIO CASTI DUBLIN (CEO) Jan.2020 - present

Studio Casti is a company active in the Design, Communication and Marketing environment.

Studio Casti creates value through the design of business models, brands, products and experiences of high-impact, developed by different working groups in the field of innovation, sustainable business, corporate culture and entertainment.

Studio Casti has offices in Milan, Dublin, Miami and Shanghai.

Studio Casti operates through a series of start-ups founded to focus on different areas of research and business in the design, Wellness, digital media, big data and multimedia creativity sector.

EUWMAN (CEO) Jan. 2019 - Jan. 2020

Euwman is an independent advisory company that is currently waiting for the authorization from the Central Bank of Ireland.

Euwman is based on the experience of its founders in the fields of finance, law and communication, in various international markets.

Thanks to these different and complementary skills, *Euwman* is able to make the most of the new scenario deriving from Mifid II and the opportunities it offers for the introduction of new business models.

Euwman represents an alternative independent from the banking system, free to optimize the investments of its customers outside the direct interests of institutional operators.

The company bases its actions on the transparency of the work of a network of financial advisors who offer their clients an efficient and honest service, different from that proposed by the commercial staff of the main financial market stakeholders (e.g. banks and distribution networks), in clear conflict of interest with investors, who make their profits out of the commissions present in the various financial instruments.

The company has therefore developed a new business model that incorporates the values of independence, absence of conflicts of interest, transparency and professionalism and recognizes the importance of providing the correct remuneration to its financial advisors without any increase in the advisory fees.

The company has its headquarters in Dublin, Ireland.

DIGITALY (Chief Social Media Officer) Jan. 2015 - Jan. 2019

The proposal of *Digitaly* combines the great engagement potentialities of Outdoor Communications with the appeal of Digital Technologies, merging them into the interface language of the new generation devices.

Digitaly is a spin-off company of the activities which, to this day, Paolo Casti has played in the managerial, professional and academic field with the aim of developing and integrating Out-Of-Home media activities.

Digitaly will give Casti the opportunity of carrying on his research and study work accomplished so far concerning the development of public communication solutions, integrated through the use of technologies, networks, and new generation cloud computing.

Digitaly offers the digital communication market a range of integrated products and services. Design, creativity, hardware, software, content, editing, broadcasting and operation at the service of the digital communication of brands, social media and political subjects (national and international) that choose to communicate in the cities and on the territory, free from bonds, through messages focused and customized for each specific location.

Behind this company, there are three teams of professionals and managers who, until now, have followed Paolo in all his activities: project, design, communication, editing, broadcasting video, social media, mobile, and geomarketing.

69F SAILING (Co-founder) Jul. 2018 - now

69F is an integrated One Design Boat / Virtual Race / Lifestyle format.

The project *69F* is realized by sailors, athletes, managers and men of communication who believe in the future of sailing hydrofoil and its affirmation in the world of professional regattas as well as in the world of lifestyle and amateur sport. The team is currently working at developing an innovative one design foiling monohull racing boats' circuit and a sailing academy to provide the best foiling experience and to promote the circuit "69F Cup".

FAIR PLAY (Co-founder) Feb. 2015 - now

Fair Play is a non-profit association founded by men of communication, athletes, managers, and journalists who pledged to promote the values of sport in the business world to encourage fair play between brands and sports events.

Fair Play is born from the cohesion between protagonists athletes of the most important international competitions such as the Olympics, America Cup, Ocean racing, ... and a consolidated group of professionals of communication active in the international market.

Fair Play is operating as a communication agency, specialized in high-level sports events. It operates through the structures of media, marketing, public relations and media production, led by the members of the association.

Its headquarters and coordination base of activities' are in the city center of Milan, in Via San Pietro Orto, 10.

Fair Play's Mission, in the "Volvo Ocean Race" project, has been to promote in Italy the values of the race and to develop customized projects for the most representative Italian brands.

ADMINGLE ITALY (President & Co-founder) Jul. 2013 - Jan. 2016

Share Your Passion / AdMingle Italy was born to honor a bet that Zeno made with his Professor of School of Economics at the University of Miami.

SYP is a social media platform that can activate a network that allows influencers and creators, who choose to be part of it, to turn their passions, influence and time invested in social media into earnings by the value they generate to companies.

Just turned twenty years old, he found himself as the president of a company destined to change the logic of microblogging allowing everyone to monetize their social network reputation by sharing their passions and interests with their followers.

With his professor, he had a bet on a scholarship if he could send a message from South Beach to one million of Italians by the end of the year.

Zeno, by the end of 2013, just finished his first-year language exams, won the bet by sending a million of wishes through the members registered in *SYP*.

Now the company is present in nearly 15 countries across 4 continents.

INTERVIEWS:

<https://www.youtube.com/watch?v=l3xUWReE9wA>

<https://www.youtube.com/watch?v=1JEQKC1FEP8>

<https://www.youtube.com/watch?v=DKFQQFUiPOc>

LANGUAGES: (Fluent)

English
Español
Português
Chinese
Italiano

Latin
Greek, Ancient (to 1453)

SPORT:

I love all kind of sports.

I played soccer nationally in Italy over the period of several years.

I also played for the “Miami Hurricanes” soccer team of the University of Miami and for Zhejiang and Fudan University in China.

At Fudan I also joined the badminton university team.