



MATTIA VETTORELLO

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Italian: Native speaker
English: Full professional proficiency

As an innovation consultant I engage with companies to co-create new growth strategies through team building, foresight methodologies, design thinking and system theory.

I have worked in Italy, Australia, Singapore, China, Saudi Arabia and the USA across a wide variety of industries, including healthcare, financial services, telecommunication, food waste management, education and manufacturing. Passionate about untangling complexity into tomorrow innovative ideas, I shape projects thought research, design strategy and execution.

EXPERIENCE

- September 2020 - Present **Design Thinking Coach Unirsm Design**
Coach students at the third year of Product Design Lab by addressing Design Thinking as an inclusive and sustainable process to innovation.
- June 2020 - Present **Founder and Podcaster The Briefing.Today**
A future-oriented podcast that unplugs people's creativity by embracing the wonder of change.
- October 2018 - Present **Innovation Consultant Vettorello. - more info at mattiavettorello.com**
Consult small and large companies to co-create new growth strategies and explore innovation opportunities. Enable design and futures literacy.
Selected Projects:
 - ANZ - Redesigning the Bank's Eco-System
 - The Common Collective Purpose - Future of Education
 - Disaster Management - Levering the Chance of Acting
 - Merck gr. - Beyond Medicine for People Living with MS
 - Scope Australia - New NDIS Scheme Evaluation
 - Urban Planning - The Emergence of Congestion
- August 2018 - Present **Research and Teaching Assistant Swinburne University of Technology**
Design Thinking • Entrepreneurship • System Thinking • Circular Economy • Bio-Design • Strategic Management
- September 2020 - October 2020 **Design Thinking Coach STC Telecommunication - Saudi Arabia**
Training and coaching an IT cohort of STC employees
- May 2020 - September 2020 **Advisor on Strategy Global Shapers Melbourne Hub - World Economic Forum**
Definition of long-term value-based vision, implementation of a culture of innovation and design thinking approach.
- June 2020 - August 2020 **Design Jam Facilitator - Singapore TTC Lab - Facebook**
Remote mentoring to TravelFlan. An award-winning Hong Kong based travel and lifestyle AI digital solution company.
- November 2014 - July 2018 **Founder, Adventurer and Storyteller Frostscope**
Solo and unsupported adventures in remote corners of the world • Italian Television and newspapers coverage • Sponsored by national and international brands

INTERPERSONAL SKILLS

- Proactive, collaborative and multidisciplinary approach.
- Optimistic, dynamic and empathetic personality.
- Ability to identify opportunities, resolve issues and plan for adaptability.
- Strong organisational and managerial skills, and critical thinking.
- Comfortable with ambiguity and cross-functional exposure.

EDUCATION

- August 2018 - Present **PhD Candidate Swinburne University of Technology**
Major: Innovation Management
Minor: Futures Studies and Design Cognition
Title: Operationalising Anticipatory Systems: Strategically navigating uncertainty and ambiguity to drive innovation.
- April 2020 - May 2020 **A Scientific Approach to Innovation Management Bocconi University**
Causality/Correlation • Econometrics • Decision Making
- November 2017 - June 2018 **ME310 - Sugar Network, Design Innovation Stanford University**
My role focuses on design research, product design and design strategy. As a multidisciplinary team, we developed a physical-digital healthcare solution. The team was across three global locations (Australia - Switzerland - Germany).
- February 2017 - June 2018 **Master of Design Strategy and Innovation Swinburne University of Technology (GPA 3.975/4.0)**
System Thinking • Design Thinking • Strategic Foresight • Behavioural Economics • Circular Economy • Complex Theory • Business Model Innovation
- January 2015 - April 2015 **Journalism Diploma Creative Writing School Omero**
- September 2010 - November 2013 **Bachelor of Industrial Design Design UNIRSM (110L/110 - GPA 4.0 with honours/4.0)**
Industrial Design • Design for Manufacturing • Service Design • Design Research • Visual Design • Design for Printing • Basic of Economics • Materials • Behavioural Economics • Biomimicry

CAPABILITIES



Macro and Micro System Analysis



Futures Literacy and Foresight Approach



Qualitative and Quantitative Design Research



R&D Management and M&A Planning



Innovation System Roadmap and Innovation Narrative Strategy



Innovation Business Model and Organisational Design

SELECTED PUBLICATIONS

- ICED19 *Toward better design-related decision making: A proposal of an advanced OODA Loop*
- DESIGN2020 *Paradoxical tension: Balancing contextual ambidexterity*
- ISPIM2020 *Uncharted territories: Treat our innovation as a disaster*