

MARCO RADRIZZANI

Market IT Director | Technology Executive | IT Strategy & Governance | Enterprise Transformation



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EXECUTIVE PROFILE

Technology executive with over 20 years of experience leading enterprise IT organizations within multinational environments. Currently serving as Market IT Director for Omnicom Group Italy, with accountability for IT strategy, governance, cybersecurity, and service delivery across a multi-brand ecosystem supporting **1,800+ users**.

Leads a distributed IT organization and oversees more than a million-euro technology budget, ensuring operational resilience, regulatory compliance, and scalable infrastructure in a highly dynamic business context.

Trusted advisor to international leadership and finance stakeholders, recognized for aligning technology investments with business priorities, strengthening governance frameworks, and enabling organizational evolution during periods of transformation.

Combines strong strategic vision with execution discipline, consistently balancing innovation, cost efficiency, and risk reduction.

CORE EXECUTIVE STRENGTHS

- IT Strategy & Operating Model Design
 - Technology-Business Alignment
 - Enterprise Governance (SOX, ISO 27001, GDPR, PCI DSS)
 - Organizational Leadership & Team Development
 - Vendor & Outsourcing Strategy (multi-vendor ecosystems)
 - Financial Planning & Budget Ownership
 - Cybersecurity & Risk Management
 - Cloud Adoption & Infrastructure Modernization
 - Business Continuity & Service Resilience
 - Post-Merger & Organizational Integration Support
 - Data & Analytics Enablement (Power BI, Qlik)
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PROFESSIONAL EXPERIENCE

Omnicom Group — Market IT Director, Italy

Oct 2023 – Present | Milan

Executive leader responsible for end-to-end IT delivery across multiple agencies within one of the world's largest communication groups.

Scope: - Leadership of a distributed IT organization supporting **1,800+ users** across a multi-brand structure - Accountability for enterprise infrastructure, business-critical applications, and security posture - Governance within a regulated environment aligned with **ISO 27001, SOX, and GDPR** - Strategic alignment with international CIO structures and senior finance leadership

Selected Impact: - Ensured operational continuity across a complex environment, maintaining high service reliability for mission-critical business operations - Strengthened governance and security posture, reducing organizational risk and improving audit readiness - Optimized vendor strategy across a multi-supplier landscape, improving cost efficiency and contractual control - Acted as senior technology partner to agency leadership, influencing investment decisions and prioritization - Supported organizational evolution within a transforming multinational group, enabling scalable service models

Omnicom Group — IT Director

Apr 2019 – Oct 2023 | Milan

Directed shared IT services for major Italian agencies including CPM, TBWA, DDB, and BBDO, reporting hierarchically to the CFO and functionally to international CIO leadership.

Scope: - Led a structured IT function of **8+ professionals** delivering shared services - Owned IT financial planning for a **multi-million-euro portfolio** including infrastructure and transformation initiatives - Managed strategic outsourcing partners and critical service providers

Key Achievements: - Built a centralized service model supporting multiple agencies, increasing operational consistency and governance - Introduced disciplined service lifecycle practices aligned with ITIL, improving service predictability - Partnered with business leadership on technology-enabled initiatives supporting commercial activities - Strengthened compliance readiness across regulated frameworks

InventaCPM — IT Manager / Head of Technology

May 2006 – Mar 2019 | Milan

Long-term technology leader responsible for scaling IT capabilities in line with company expansion and nationwide operations.

Selected Impact: - Designed and evolved enterprise infrastructure supporting a rapidly growing user base and distributed workforce - Led the development of a mobile data-capturing platform used by **hundreds of field operators**, enabling large-scale data collection and reporting - Enabled data-driven decision making through BI platforms including Qlik and Power BI - Structured help desk operations to support business growth while improving service responsiveness

This tenure reflects sustained executive trust, organizational leadership, and the ability to scale technology alongside business demand.

Finsoft (for Vodafone Italy) — Systems Engineer / Project Leader

2002 – 2006 | Milan

Implemented a testing laboratory for the Service Innovation & User Experience division and led research initiatives focused on voice technologies and speech recognition engines.

TAU Controllo Processi — Software Analyst / Developer

2000 – 2002 | Milan

Designed and deployed applications supporting industrial warehouse automation, including database architecture and nationwide system installations.

Banca Commerciale Italiana (Comit) — IT Help Desk Level 2

1998 – 2000 | Milan

Supported national banking infrastructure, managing network and application incidents within a large-scale operational environment.

EDUCATION

Diploma in Computer Science

ITIS Feltrinelli — Milan

LANGUAGES

- Italian — Native
 - English — Full Professional Proficiency (C1)
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TECHNOLOGY & DOMAIN EXPERTISE

Enterprise infrastructure leadership across hybrid cloud environments including Microsoft 365, Azure, AWS, VMware, SQL Server, Oracle, and advanced networking architectures.

Strong expertise in Information Security, Power Platform, Qlik Sense, Sage X3, and Windows Server ecosystems, with working knowledge of Python, PHP, and C++.

LEADERSHIP

Pragmatic, business-oriented executive known for influencing senior stakeholders across finance, operations, and international leadership. Effective in complex organizational landscapes, driving alignment, accountability, and high-performing teams.

References available upon request.

Autorizzo il trattamento dei miei dati personali presenti nel CV ai sensi dell'art. 13 d. lgs. 30 giugno 2003 n. 196 - "Codice in materia di protezione dei dati personali" e dell'art. 13 GDPR 679/16 - "Regolamento europeo sulla protezione dei dati personali".