

Rafael Patron

Chief AI Officer (CAIO) | AI Strategy, Transformation & Governance

Enterprise AI · Generative AI · Agentic AI · AI Governance

Chair, Technical-Scientific Committee

Italian Association of Artificial Intelligence Professionals (AIPIA)

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Professional profile

Chief AI Officer with 20 years of experience across technology, digital transformation and growth. Current work focuses on integrating artificial intelligence into business processes, with particular emphasis on Enterprise AI, Generative AI, Agentic AI, automation, governance, quality and the creation of operational capabilities.

At Intarget DMCC he is responsible for AI strategy and adoption: he sets priorities, governs the use-case portfolio and leads its integration into marketing, CRM, analytics and operations processes, aligning business, processes, data and technology. He combines professional activity with applied research, publications, teaching and professional governance of artificial intelligence.

He chairs the Technical-Scientific Committee of the Italian Association of Artificial Intelligence Professionals (AIPIA), a body he helped establish and launch in 2025. Between September 2025 and September 2026 the association grew from approximately 80 to 1,080 members, alongside the development of training, digital credentials, networking, agreements, partnerships, publications and professional-skills initiatives.

Main areas of activity

- Enterprise AI strategy and AI operating model
- Generative AI, LLMs and agentic systems
- AI governance, Responsible AI, EU AI Act and AI literacy
- Digital transformation, change and adoption
- Automation, CRM, marketing automation and analytics
- Applied research, terminology and professional standards
- Executive training, teaching and public communication
- Digital growth, SEO/SEM and performance as historical competencies of the career path

1. Current appointments

Chair, Technical-Scientific Committee

Italian Association of Artificial Intelligence Professionals (AIPIA)

Italy · 2025 – Present

Established and launched the Technical-Scientific Committee, contributing to the definition of its structure, working areas and direction on professional skills, education, governance and standards for AI.

Between September 2025 and September 2026 the association grew from approximately 80 to 1,080 members. During the same period it developed professional networking initiatives, a structured training plan, European digital credentials, agreements, services for professionals, partnerships with business associations and a growing editorial and scientific activity.

Contributes to the **AIPIA Studies in Applied AI** series, to professional-skills work connected with **UNI 11621-8:2026**, to the production of AI-literacy materials and to initiatives on the implementation of the AI Act.

Areas of responsibility and contribution

- set-up and development of the Technical-Scientific Committee;
- definition of priorities on skills, education and professionalization;
- liaison between the professional community, educators, companies and experts;
- contribution to publications, working papers and terminology resources;
- development of training models and digital credentials;
- promotion of initiatives on AI literacy, governance and responsible AI adoption;
- support to the growth and structuring of the association's ecosystem.

Chief AI Officer (CAIO)

Intarget DMCC

June 2026 – Present

Responsible for AI strategy and its adoption across the organization and in services for international clients. Sets priorities and evaluation criteria, governs the use-case portfolio and leads its integration into marketing, CRM, analytics and operations processes, with oversight of governance, quality and risk management in the use of Generative and Agentic AI.

The role includes translating AI technologies into workflows and operational capabilities, evaluating tools and architectures, defining adoption approaches and aligning business needs, processes, data and technology.

Areas

- AI strategy and priority setting;
- use-case assessment, selection and industrialization;
- Generative AI and LLMs;
- Agentic AI and workflow automation;
- AI governance, quality and compliance;
- AI integration with marketing, CRM, analytics and operations;
- coordination between business needs, data, technology and processes.

2. Professional experience – artificial intelligence and transformation

AI Program Manager

Intarget DMCC

October 2019 – June 2026

Responsible for AI and digital-transformation programs for international clients, including automation, lead generation, performance, CRM and cross-functional coordination across data, media and technology.

The role marked the progressive shift from digital-transformation and performance work to programs for adopting artificial intelligence in business processes, building the methodological and organizational foundation of the subsequent Chief AI Officer responsibility.

Activities

- design and coordination of digital-transformation programs;
- automation of marketing processes and customer journeys;
- integration of CRM, analytics and performance tools;
- coordination of cross-functional activities;
- evaluation of AI tools and automation;
- development of workflows supporting lead generation, content operations and analysis;
- collaboration with international teams and stakeholders.

Consolidated competencies

Digital transformation · CRM · Marketing automation · Analytics · Performance · Process design · Automation · AI adoption · Cross-functional coordination.

Growth & Digital Transformation

Unoenergy S.p.A.

Genoa · 2017 – March 2021

Digital-growth activity, Salesforce CRM, marketing automation and commercial-process optimization for a national energy operator.

The experience consolidated competencies in integrating marketing, commercial processes, CRM and automation, with particular attention to turning digital activities into measurable and repeatable processes.

Activities

- digital-growth strategies;
- operational use and development of Salesforce CRM;
- marketing automation;
- commercial-process optimization;
- support to lead generation and pipeline management;
- integration between marketing, data and commercial functions.

3. Professional experience — digital growth and technology

Growth & Digital Transformation

Wyscout

Chiavari · June 2014 – June 2017

Growth, SEO/SEM, community and digital development for the international football scouting platform.

The work concerned the growth of the digital presence and support to the development of a B2B technology product for the professional sports sector, integrating search marketing, content, community and acquisition initiatives.

Areas

- digital growth;
- SEO and SEM;
- community and audience development;
- development of B2B digital initiatives;
- technology and sports marketing;
- analysis of acquisition channels.

Founder | Digital Growth & Web Technology

Patron Multimedia

Genoa · 2012 – 2017

Digital consulting and development studio focused on performance, technology and growth. The entrepreneurial path integrated digital strategy, web development, search marketing, advertising, marketing automation and proprietary projects.

In 2017 a digital project developed during the entrepreneurial journey was sold to **Snap Inc.**

Activities

- development and management of web projects;
- SEO/SEM and performance marketing;
- marketing automation;
- analytics and conversion optimization;
- development of proprietary digital assets;
- coordination of suppliers and collaborators;
- consulting for organizations and companies across sectors.

Web Development, Digital Analytics & Technical SEO

Eurotraining Engineering

Genoa · February 2006 – October 2012

First long professional cycle, dedicated to web development, analytics, technical SEO and digital acquisition.

Technical foundation

PHP · HTML/CSS · JavaScript/jQuery · web systems · analytics · technical SEO · digital acquisition.

This experience is the technical foundation of the subsequent career: from building websites and web systems to data analysis, then CRM, automation and, in recent years, the integration of artificial intelligence into processes.

4. Institutional leadership, governance and AI professionalization

AIPIA-related work is distinct from the corporate role: it concerns professional community building, the definition of skills, scientific and editorial production and the responsible adoption of artificial intelligence.

Establishment and development of the Technical-Scientific Committee

- launch of the Committee and definition of its working areas;
- involvement of technical, academic and professional expertise;
- focus on governance, skills, education and standards;
- contribution to translating regulatory topics into tools usable by practitioners.

Growth of the professional ecosystem

Between September 2025 and September 2026 AIPIA grew from approximately 80 to 1,080 members, alongside the development of:

- networking and professional community;
- Base and Advanced courses;
- digital credentials for professionals;
- agreements and conventions;
- initiatives for companies and trade associations;
- editorial, scientific and terminology activities;
- tools for AI literacy and professionalization.

Professional skills and UNI 11621-8:2026

Contribution to in-depth work on ICT and artificial-intelligence professional skills connected with UNI 11621-8:2026, with particular attention to the readability of professional profiles, competencies and training pathways.

AI literacy and the EU AI Act

Research and communication activity on AI literacy, particularly with respect to Article 4 of the EU AI Act and the need for organizations and professionals to document training measures, roles, evidence and processes.

5. Research, scientific publications and identifiers

ORCID

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AIPIA Studies in Applied AI — 1

Glossario dell'intelligenza artificiale. Termini, norme, professioni

2026

Role: editor and author of the introduction

Series: AIPIA Studies in Applied AI — 1 · ISSN 3103-8816

Digital ISBN: 979-12-986684-2-3 · **Print ISBN:** 979-12-986684-3-0

DOI: 10.5281/zenodo.22690475

The volume is a terminology reference for professionals, companies, trainers and anyone working with AI. It integrates technical terms with regulatory and professional references, with the aim of reducing ambiguity and improving the quality of operational language. 332 pages, 162 concepts in 11 domains, CC BY 4.0 licence, open access.

Related SKOS dataset

Glossario dell'intelligenza artificiale — vocabolario SKOS, versione 1.0.0

2026

Role: data curator

DOI: 10.5281/zenodo.22708771

Structured dataset linked to the Glossary, designed for terminological and semantic reuse: 162 concepts, 294 interpretations, 95 alignments, 150 SKOS-XL forms and 41 source records, with public source code.

Working paper

Evidencing AI Literacy Measures: An Operational Model for Article 4 of the EU AI Act

2026

DOI: 10.5281/zenodo.22540977

Working paper on the operational documentation of AI-literacy measures and on building organizational evidence usable in the context of Article 4 of the AI Act.

Research note

When Words Become Obligations: Terminology, Contracts and Compliance in Artificial Intelligence

2026

DOI: 10.5281/zenodo.22397169

Research note on the relationship between terminology, contracts, compliance and accountability in the adoption of artificial-intelligence systems.

6. Books and editorial activity

Non è mai troppo tardi per l'intelligenza artificiale

2026

Popular-science book aimed at making artificial intelligence understandable and usable by non-technical readers, with particular attention to people approaching AI in adulthood or without a computing background.

Fatti trovare da ChatGPT

with Filippo Fassone · 2025

Book on the visibility of people, content and organizations in systems based on Large Language Models and on the transformation of information search in the era of generative AI.

Growth Hacking: i segreti di una crescita rapida e sostenibile

2024

Book on processes, experimentation, metrics and growth strategies.

AIO – Il tuo prossimo collega è un robot

2023

Popular-science book on the impact of artificial intelligence on work and organizations, with attention to automation and the evolution of professional activities.

Related editorial activity

- scientific and editorial curation;
- introductions and contributions;
- production of working papers and research notes;
- public communication on AI, automation, governance and digital transformation;
- development of glossaries and terminology tools;
- production of teaching materials.

7. Teaching, mentoring and training

Lecturer in Digital Marketing, Growth, SEO/SEM

IED Milan — Istituto Europeo di Design

2014 – 2020

Continuous teaching activity in the Digital Marketing, Growth, SEO and SEM area.

The teaching favoured an applied approach: channel analysis, design of digital strategies, acquisition, funnel optimization, measurement and experimentation.

Topics covered

- digital marketing strategy;
- search engine optimization;
- search engine marketing;
- growth and experimentation;
- funnels and conversion;
- performance measurement;
- integration across digital channels.

Lecturer and startup mentor

Nana Bianca / Hubble

2018 – 2022

Teaching and mentoring for startups, focused on growth, go-to-market, validation, acquisition, metrics and growth processes.

Focus

- growth frameworks;
- go-to-market;
- metrics and KPIs;
- acquisition and retention;
- digital marketing for startups;
- operational mentoring.

Lecturer

TIM — Operazione Risorgimento Digitale

2020 – 2021

Teaching within the national digital-literacy and digital-skills initiative **Operazione Risorgimento Digitale**.

The activity is part of the broader effort of communication and training on digital skills, transformation and practical use of online tools.

8. Executive education and studies

MIT Professional Education

No Code and Agentic AI

2026 – 2027 · in progress

Program dedicated to Generative AI, LLMs, RAG, agentic systems, evaluation and AI automation.

Harvard University / CS50

CS50's Introduction to Artificial Intelligence with Python

2023

Course on the foundations of artificial intelligence with Python, including search algorithms, knowledge representation, probability, optimization, machine learning and AI applications.

SDA Bocconi School of Management

Artificial Intelligence in Action

2022

Executive program on introducing and implementing artificial intelligence in organizations.

University of Genoa

University studies in Business Administration

2008 – 2011

IED Milan — Istituto Europeo di Design

Specialization Course in Evolution Marketing and Social Media

9. Selected projects and initiatives

AIPIA Studies in Applied AI

Contribution to the development of the scientific-professional series, including editorial curation, publishing, applied research and dissemination of reusable materials.

AI Glossary and SKOS dataset

Terminology project consisting of a published volume and a structured dataset, with separate DOIs and an open licence, designed for citability and reuse.

Operational model for AI literacy

Applied research on documenting AI-literacy measures in relation to Article 4 of the AI Act.

Professional digital credentials

Contribution to the development of AIPIA's ecosystem of professional credentials, linked to training pathways, assessment and digital attestation.

AI training for professionals and companies

Development of and contribution to courses on foundational AI, advanced AI, governance, agentic AI, automation and the application of AI in processes.

AI transformation at Intarget DMCC

Definition and progressive industrialization of AI use cases in marketing, CRM, analytics and automation.

10. Continuing professional education and selected certifications

Salesforce / Trailhead

- Salesforce Administrator
- Salesforce Platform App Builder
- Salesforce Experience Cloud Consultant
- Salesforce Platform Developer I
- Trailhead Superbadges and applied learning paths on automation, security, reporting and administration

Google / Google Digital Academy / Skillshop

Training and certifications in the Google Ads, Google Analytics, YouTube and digital-measurement ecosystem.

HubSpot Academy

Courses on Inbound Marketing, Content Marketing, Email Marketing, Digital Advertising, Social Media Marketing, Sales Enablement and Growth-Driven Design.

Semrush

Courses on SEO Fundamentals, Technical SEO, Content Marketing, PPC, Advertising Toolkit and On-page SEO.

Additional professional training

- marketing automation;
- advertising and performance;
- CRM;
- analytics;
- web development;
- digital project management;
- AI tools and workflow automation.

II. Professional competencies

Artificial Intelligence

- Enterprise AI Strategy
- Generative AI
- Agentic AI
- Large Language Models
- AI adoption and change management
- AI operating model
- AI use-case assessment
- AI workflow design
- RAG concepts
- prompt engineering
- evaluation
- automation
- AI-enabled content and knowledge workflows

AI Governance

- AI Governance
- Responsible AI
- EU AI Act
- AI literacy
- terminology and documentation
- governance of organizational adoption
- quality and evidence
- professional skills frameworks
- UNI 11621-8 and professional skills
- policy-to-process translation

Business & Digital Transformation

- digital transformation;
- CRM;
- marketing automation;
- process design;
- analytics;
- performance;
- lead generation;
- customer journey;
- growth systems;
- cross-functional coordination.

Research, teaching and training

- applied research
- scientific publications with DOI
- teaching and executive training
- executive education

12. Technical and digital competencies

Web & Development

- HTML/CSS
- JavaScript / jQuery
- PHP
- Python principles applied to AI and automation
- REST APIs
- WordPress
- web systems
- DNS, domains and basic technical configuration

CRM & Automation

- Salesforce
- marketing automation
- workflow automation
- n8n and equivalent tools
- integration between CRM, marketing and data

Analytics & Search

- digital analytics
- KPIs and dashboards
- technical SEO
- SEO/SEM
- Google Analytics
- Search Console
- competitive-analysis and search-intelligence tools

Performance & Growth

- paid media
- funnels
- conversion optimization
- A/B testing
- lead generation
- content strategy
- growth experimentation
- digital marketing

13. Languages and international profile

Languages

- **Italian:** native
- **Spanish:** bilingual
- **English:** fluent / professional

Geographic scope

Rome · Milan · Genoa · Dubai (UAE)

The professional path combines work in Italy with international experience and collaboration with clients, teams and organizations operating in several markets.

Professional approach

- ability to translate technology into processes;
- interdisciplinary approach across business, technology and governance;
- orientation to training and knowledge transfer;
- experience of working with technical, managerial and institutional profiles;
- ability to communicate complex topics to non-technical audiences.

14. Career chronology

Period	Role / activity	Organization
2026–Present	Chief AI Officer (CAIO)	Intarget DMCC
2025–Present	Chair, Technical-Scientific Committee	AIPIA
2019–2026	AI Program Manager	Intarget DMCC
2020–2021	Lecturer	TIM — Operazione Risorgimento Digitale
2018–2022	Lecturer and mentor	Nana Bianca / Hubble
2017–2021	Growth & Digital Transformation	Unoenergy S.p.A.
2014–2020	Lecturer	IED Milan
2014–2017	Growth & Digital Transformation	Wyscout
2012–2017	Founder	Patron Multimedia
2006–2012	Web Development, Digital Analytics & Technical SEO	Eurotraining Engineering

15. Identifiers, references and materials

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- Website: rafaelpatron.com
- Email: r@r4f.it
- Publications: DOIs listed in the Research and publications section
- Executive CV: available as a separate document
- Analytical list of publications: available as a separate document
- Documentation and attestations: available on request

16. Data protection

I authorize the processing of the personal data contained in this curriculum in accordance with Regulation (EU) 2016/679 (GDPR).