

# 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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## Executive profile

Chief AI Officer with 20 years of experience across technology, digital transformation and growth, currently responsible for AI strategy and adoption at Intarget DMCC. Leads AI priority setting, the use-case portfolio and its integration into marketing, CRM, analytics and operations processes, with oversight of governance, quality and accountability in the use of Generative and Agentic AI. Chairs the Technical-Scientific Committee of the Italian Association of Artificial Intelligence Professionals (AIPIA), working on professional skills, education, governance and standards for AI. Combines executive work with applied research, DOI-registered publications and teaching.

## Leadership & Governance

2025 –  
Present

Italy

### **Chair, Technical-Scientific Committee**

Italian Association of Artificial Intelligence Professionals (AIPIA)

Established and launched the Technical-Scientific Committee and contributed to the association's development. Between September 2025 and September 2026 AIPIA grew from approximately 80 to 1,080 members, alongside the development of training, digital credentials, networking, agreements, partnerships and scientific and editorial activity.

- direction of the Committee on professional skills, education, governance and AI standards
- contribution to the AIPIA Studies in Applied AI series and to professional-skills work connected with UNI 11621-8:2026
- development of training models, European digital credentials and AI-literacy initiatives
- liaison between the professional community, educators, companies and experts

## Professional experience

June 2026 –  
Present

### **Chief AI Officer (CAIO)**

Intarget DMCC

Responsible for AI strategy and its adoption across the organization and in services for international clients. Sets priorities, 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.

- AI strategy and use-case portfolio: selection, prioritization and industrialization
- enterprise adoption of Generative and Agentic AI and workflow automation
- AI governance, quality and compliance, with a focus on the EU AI Act and AI literacy
- alignment of business, processes, data and technology

October 2019 –  
June 2026

### **AI Program Manager**

Intarget DMCC

Led digital-transformation and AI programs for international clients, integrating automation, lead generation, performance, CRM and analytics and coordinating cross-functional activity across data, media and technology. The role built the methodological and organizational foundation for the Chief AI Officer responsibility.

2017 –  
March 2021

Genoa

### **Growth & Digital Transformation**

Unoenergy S.p.A.

Digital-growth strategies, Salesforce CRM, marketing automation and commercial-process optimization for a national energy operator, working with marketing, sales and data teams.

## Professional experience

|                                          |                                                                                                                                                                                                                                                                    |
|------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| June 2014 –<br>June 2017<br>Chiavari     | <b>Growth &amp; Digital Transformation</b><br>Wyscout<br>Growth, SEO/SEM, community and digital development for the international football scouting platform.                                                                                                      |
| 2012 –<br>2017<br>Genoa                  | <b>Founder   Digital Growth &amp; Web Technology</b><br>Patron Multimedia<br>Digital consulting and development studio focused on performance, technology and growth. In 2017 a digital project developed during the entrepreneurial journey was sold to Snap Inc. |
| February 2006 –<br>October 2012<br>Genoa | <b>Web Development, Digital Analytics &amp; Technical SEO</b><br>Eurotraining Engineering<br>Web development, analytics, technical SEO and digital acquisition; technical foundation in PHP, HTML/CSS, JavaScript/jQuery and web systems.                          |

## Research and publications

|      |                                                                                                                                                                                                                                                                                              |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2026 | <b><i>Glossario dell'intelligenza artificiale. Termini, norme, professioni</i></b><br>AIPIA Studies in Applied AI — 1<br>Editor and author of the introduction. ISBN 979-12-986684-2-3 · DOI 10.5281/zenodo.22690475. Data curator of the related SKOS dataset, DOI 10.5281/zenodo.22708771. |
| 2026 | <b><i>Evidencing AI Literacy Measures: An Operational Model for Article 4 of the EU AI Act</i></b><br>Working paper<br>DOI 10.5281/zenodo.22540977                                                                                                                                           |
| 2026 | <b><i>When Words Become Obligations: Terminology, Contracts and Compliance in Artificial Intelligence</i></b><br>Research note<br>DOI 10.5281/zenodo.22397169                                                                                                                                |

## Books

|      |                                                                       |
|------|-----------------------------------------------------------------------|
| 2026 | <i>Non è mai troppo tardi per l'intelligenza artificiale</i>          |
| 2025 | <i>Fatti trovare da ChatGPT</i> , with Filippo Fassone                |
| 2024 | <i>Growth Hacking: i segreti di una crescita rapida e sostenibile</i> |
| 2023 | <i>AIO — Il tuo prossimo collega è un robot</i>                       |

## Selected teaching

|             |                                                                   |
|-------------|-------------------------------------------------------------------|
| 2014 – 2020 | <b>IED Milan</b>   Lecturer in Digital Marketing, Growth, SEO/SEM |
| 2018 – 2022 | <b>Nana Bianca / Hubble</b>   Lecturer and startup mentor         |
| 2020 – 2021 | <b>TIM — Operazione Risorgimento Digitale</b>   Lecturer          |

## Executive education

|             |                                                                                               |
|-------------|-----------------------------------------------------------------------------------------------|
| 2026 – 2027 | <b>MIT Professional Education</b>   No Code and Agentic AI, in progress                       |
| 2023        | <b>Harvard University / CS50</b>   CS50's Introduction to Artificial Intelligence with Python |
| 2022        | <b>SDA Bocconi School of Management</b>   Artificial Intelligence in Action                   |
| 2008 – 2011 | <b>University of Genoa</b>   University studies in Business Administration                    |

## Core competencies and languages

|                |                                                                                                                      |
|----------------|----------------------------------------------------------------------------------------------------------------------|
| AI             | AI Strategy, Enterprise AI, Generative AI, Agentic AI, LLM, AI operating model, AI use-case assessment, automation   |
| Governance     | AI Governance, Responsible AI, EU AI Act, AI Literacy, documentation and evidence, professional skills (UNI 11621-8) |
| Transformation | digital transformation, change and adoption, CRM, marketing automation, analytics, process design                    |
| Languages      | Italian native · Spanish bilingual · English fluent / professional                                                   |

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