

Rafael Patron

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

Enterprise AI · Generative AI · Agentic AI · AI Governance

Chair, Technical-Scientific Committee

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Profile

Chief AI Officer with 20 years of experience across technology, digital transformation and growth. Responsible for AI strategy and adoption at Intarget DMCC: priorities, use-case portfolio, integration into marketing, CRM, analytics and operations, with oversight of governance and quality.

Chair of the Technical-Scientific Committee of AIPIA, with applied research, DOI-registered publications and teaching alongside executive work.

Current leadership

Chair, Technical-Scientific Committee — AIPIA · 2025–Present

Established and launched the Committee and contributed to the association's development from approximately 80 to 1,080 members between September 2025 and September 2026, alongside training, digital credentials, networking, partnerships and scientific publishing.

Chief AI Officer (CAIO) — Intarget DMCC · June 2026–Present

AI strategy, use-case portfolio and enterprise adoption of Generative and Agentic AI across marketing, CRM, analytics and operations, with governance, quality and risk oversight.

Previous experience

AI Program Manager — Intarget DMCC · 2019–2026

Growth & Digital Transformation — Unoenenergy S.p.A. · 2017–2021

Growth & Digital Transformation — Wyscout · 2014–2017

Founder | Digital Growth & Web Technology — Patron Multimedia · 2012–2017

Web Development, Digital Analytics & Technical SEO — Eurotraining Engineering · 2006–2012

Research

Glossario dell'intelligenza artificiale — editor and introduction author · DOI 10.5281/zenodo.22690475

SKOS dataset — data curator · DOI 10.5281/zenodo.22708771

Evidencing AI Literacy Measures — working paper · DOI 10.5281/zenodo.22540977

When Words Become Obligations — research note · DOI 10.5281/zenodo.22397169

Books

2026 — *Non è mai troppo tardi per l'intelligenza artificiale*

2025 — *Fatti trovare da ChatGPT*, with Filippo Fassone

2024 — *Growth Hacking: i segreti di una crescita rapida e sostenibile*

2023 — *AIO — Il tuo prossimo collega è un robot*

Teaching

IED Milan (2014–2020) · Nana Bianca / Hubble (2018–2022) · TIM — Operazione Risorgimento Digitale (2020–2021)

Executive education

MIT Professional Education — No Code and Agentic AI, 2026–2027, in progress

Harvard University / CS50 — CS50's Introduction to Artificial Intelligence with Python, 2023

SDA Bocconi School of Management — Artificial Intelligence in Action, 2022

University of Genoa — University studies in Business Administration, 2008–2011

Italian native · Spanish bilingual · English fluent / professional