

PERSONAL DETAILS

Place and date of birth: Milano (Italy), 24 June 1964
Address: via Cascina Bianca 8 - 20142 Milano (Italy)
phone +39.02.89.15.94.84 - fax +39.02.700.334.88
mobile +39.347.27.06.656
Internet: www.fcomolli.it - fabrizio@comolli.it
www.linkedin.com/in/fcomolli
Other details: Married. Driving Licence.

EDUCATION

1998 Grad. in psychology (110/110), University of Torino.
1988 Grad. in philosophy (110/110 cum laude), Catholic University, Milano.
1983 High school (58/60), Liceo Classico - Collegio S.Carlo, Milano.

Post-graduate Qualifications:

Human Resources (1991): Metaplan technique for workgroups, Metaplan S.a.r.l., Paris (France).
Clinical Psychology (1992-93): Family Therapy & Systemic Psychotherapy, Nuovo Centro per lo Studio della Famiglia (Milano), directed by Mara Selvini Palazzoli.
Training in "Handicap & Computer-Aided Support", La Nostra Famiglia, Bosisio P. (Como).
Humanities (1988-89): Master in Bioethics and Philosophy of Medicine c/o Medicine & Humanities School, S.Raffaele Hospital (Milano). Dissertation on AIDS and mass media.

LANGUAGES

Italian (m.t.). English (fluent written/spoken), French (fluent written/spoken), Croatian (basic).

COMPUTER SKILLS

O.S.: Windows; Mac. MS Office: Word, Excel, PowerPoint. Other skills: graphics, DTP, multimedia/help authoring, video & photo editing, dvd authoring. Internet: HTML, web design, usability.

WORK EXPERIENCE**(A) PUBLISHING**

4/2004-today: Edizioni F.A.G. Milano (www.fag.it)
Job: **publisher / new business development**
Level: freelance

As a startup within Edizioni F.A.G. I projected, and I am currently managing, new series of books: Tecnologia & professioni, Digital LifeStyle (2004); Digital LifeStyle Pro (2005); Natural LifeStyle (2006), eConsultant (2007). I am recruiting and managing authors, partners, and sponsors (ex.: Microsoft, Nikon, newspapers), developing new business (multi-channel sales, online & offline). Also, I coordinate our web presence (website & e-commerce redesign by 2006), online partnerships, and media relations.

2004-2005: offline/online publishing companies (Edizioni F.A.G. + other)
Job: **publishing consultant**
Level: freelance

While starting up new publishing business for Edizioni F.A.G., in 2004 I operated as a consulting publisher for other imprints: managing publishing projects, networking with authors, publishers, and companies/sponsors.

2003-2004: Pearson Education Italia, Milano (hpe.pearsoned.it)
Job: **publisher**, HPE (Higher & Professional Education)
Level: executive

After a consulting collaboration in 2002 (market analysis of ICT publishing in Italy, and selection of publishing projects), in jan. 2003 I was hired in PEI as HPE publisher (the HPE division, formerly Addison-Wesley Italia, was publishing ICT books for academic, professional and trade market). My job included: market analysis and editorial strategy; choice and planning of titles to be published (both translations and local projects); relationship with rights managers (both within Pearson group and other major international imprints); management of editorial workflow and quality of contents; development of local partnerships (Italian authors, services and companies/sponsors).

Main achievements: I renewed our catalogue and products mix; I built up many local partnerships (Bocconi and Catholic University of Milano, a co-branded local title with PricewaterhouseCoopers, some co-branding projects with sw vendors & distributors); I reduced editorial costs and widened our network of external resources. By the end of 2003, our HPE division achieved a double-digit sales increase (the best goal ever achieved by PEI, and an outstanding performance vs. all local competitors).

2002: Escom (Espansioni Comunicative), Milano
Job: **publishing consultant**
Level: freelance

I implemented for Escom (a graphic design & printing agency) the startup project of a full editorial service in ICT publishing. I introduced the business model of an editorial agency, by managing the following activities: relationship with clients/publishers (among them: Apogeo, Tecniche Nuove, Hoepli); scouting of authors (both senior and junior); defining editorial projects (contents, planning, possibly sponsors); coordinating the editorial workflow (contents, scheduling, quality). I developed for Escom a solid network of authors, translators and collaborators, and I managed the production of about twenty titles and full series. I attended also some web-related projects, as a PM and usability consultant. In our first year of activity, we achieved the operational break-even, and our editorial activity was quickly consolidated (Escom is still an established outsourcing partner for Tecniche Nuove and other publishers).

2001: Apogeo Editore, Milano (www.apogeoonline.com)
Job: **consulting editor**
Level: freelance

After being an external author, translator and consultant for Apogeo in 1999-2000, during 2001 I worked in their staff as a PM for "special projects". I managed editorial projects both on paper (business/e-business/ICT topics) and online (e-learning projects; websites; academic webzines for BUP / University of Bologna). Reporting to the Editorial Director, I managed an assistant editor and a network of external resources (authors, translators, editorial services). My job included: creative briefing, planning/scheduling, scouting of authors, managing the editorial workflow. Among my results, I wish to point out the e-learning partnership Apogeo-Somedia: I managed the planning & production of about 30 online courses (www.somediaprofessional.com) by noticeably optimizing time/costs vs. the previous test-phase in 2000 (when I collaborated as an author).

2000: PressToday, Milano (www.presstoday.com)
Job: **information designer, communication/web manager**
Level: manager

I was called to attend to the startup of PressToday.com, a search engine for online press reviews. Reporting directly to the founder/CTO, I managed the following items: information architecture, interface design of search engines (both the main one, and those of our partners' websites), online/offline documentation and customers' support,

communication & media relations. I friendly quitted PressToday when we achieved our first-step goals, as the creative phase was ending and the company entered the next phase focusing mostly on selling. (To date, PressToday is one of the few Italian 2000's net companies still alive & kicking.)

1995-2002: various publishers (offline/online)
Job: **writer and trainer; usability specialist**
Level: freelance

As a technical writer and ICT "evangelizer", I wrote (including concept, texts, imaging, and often layout/composition/implementation) many ICT books, articles, manuals. I attended also to the creation of websites, multimedia cd-rom's, help systems, online courses (e-learning). In this capacity, I published my works with most Italian ICT imprints: Apogeo, Tecniche Nuove, Jackson Libri, DeAgostini.

In 1996-97 I worked full-time as editor for a publishing service (Ediventi Srl, now Asterisko Srl): I managed editorial workflows and external teams. In 1995-96 I collaborated with the monthly ICT magazine GigaByte (published by Xenia), writing articles and managing with the Editorial Director the planning of full issues. During these years, I was also a professional trainer, teaching ICT topics to business/educational workgroups.

Other: beside my main activities, from 1998 up to 2003 I was collaborating with **University of Torino, Dept. of Psychology**, as a consultant in Ergonomics / Human Factors (prof. Alessandra Re): lecturer, examiner, researcher on web- and ICT-related issues (usability). From 1995 I am a member and moderator of conferences in the **Rete Civica Milanese** (one of the first public BBS in Italy).

(B) HUMANITIES

1992-96 **Teaching** + other educational jobs

Teacher of Philosophy in high schools (Centro Studi S.Agostino and Liceo Scientifico Tumminelli, Milano). Trainer and coordinator of a specialization course for social & healthcare operators (Service Point srl, Sesto S.G., MI). Helper for disabled teenagers (CSE, Binasco, MI) and for people with AIDS (Caritas - Centro Gabrieli, Milano). Trainer and coordinator of workgroups, using role-plays and Metaplan techniques (Bossard Consultants Italia, Milano).

1989-92 **Research** in bioethics and philosophy

Consultant researcher for Caritas Ambrosiana and Centro Studi AIDS, S.Raffaele Hospital (Milano): scientific/theoretical writing in bioethics, teaching, editing, public speaking at national/international conferences.

REFERENCES: available upon request. See also LinkedIn: www.linkedin.com/in/fcomolli

ATTACHMENTS:

1. PUBLICATIONS
2. TRAINING AND SPEECHES

ATTACHMENT # 1
PUBLICATIONS

(A) ICT TOPICS

ONLINE/DIGITAL WRITINGS:

- Many articles for the webzine Apogeeonline.com (2002).
- Rdb.it (2002): proposals for redesign of corporate website; information design.
- Rdb.it (2001): usability inspection for the home page, and draft of redesign.
- Online partners of PRESSToday.com (2000): IISole24Ore.it - 24Ore Personal ("Press Review"); TAConline ("News"). Interface design of search engines.
- Website PRESSToday.com (2000): interface design, contents/information design.
- Interface design and online help for myPRESSToday software (2000).
- Online help for the e-government & e-business website Poste.it (2000-2002).
- Online help for *Omnia 2001*, multimedia encyclopedia on cd-rom, De Agostini (2000).
- Online help for *Omnia Scuola 2001*, enciclopedia multimediale De Agostini (2000).
- Online help for *Omnia - CD Tematici*, enciclopedia multimediale De Agostini (2000).
- Online help for *Omnia Scienza e Tecnologia*, enciclopedia multimediale De Agostini (2000).
- Online help for *Omnia 2000*, enciclopedia multimediale De Agostini, 1999.
- Online help for *Omnia Atlante*, atlante multimediale De Agostini, 1999.
- Online help for *Omnia Medicina - Calcolo Nutrizionale*, De Agostini, 1999.
- Storyboard of a *multimedia training cd-rom on human factors* for aviation crews and ATC people, European CBT projects by Magister Ludi (Milano), 1998, 1999.
- *Test psicologici*, Jackson Libri, 1997 (design of psychological tests, contents of cd-rom and docs).
- *TypeMaster*, Jackson Libri, 1997 (storyboard, contents design, manuals & booklet).

Online teachings (e-learning), Somedia-Apogeo 2000-2001:

- *E-mail Marketing* (professional course in www.somediaprofessional.com).
- *HTML Authoring* (professional course in www.somediaprofessional.com).
- *HTML: a language for the Net* (professional course in www.somediaprofessional.com).
- *A first move on the Internet. Basic guide* (free course in www.somediaeasy.com).

BOOKS:

- *Effetti speciali per il video digitale*, Apogeo, 2001.
- *Laboratorio di HTML*, Apogeo, 2000.
- *Imparare in 6 ore - Ricerche sul Web*, Tecniche Nuove, 2000.
- *Imparare in 6 ore - Internet*, Tecniche Nuove, 2000.
- *Progettazione dei siti Web*, appendix of: A.Valli, *FrontPage 2000*, McGraw-Hill, 1999.
- *Usare Paint Shop Pro 5*, Jackson Libri, 1999.
- *Tecnica e creatività per il video digitale*, Jackson Libri, 1999.
- *Montaggio video con il pc - Seconda edizione*, Jackson Libri, 1999.
- *Usare Windows 98*, Jackson Libri, 1998.
- *E' facile CorelDraw 8.0*, Jackson Libri, 1998.
- *Usare FileMaker Pro 4.0*, Jackson Libri, 1998.
- *One Shot: Word*, Jackson Libri, 1998.
- *A scuola con Word*, Jackson Libri, 1998.
- *Il primo libro di Windows 98*, Jackson Libri, 1998.
- *Montaggio video con il pc*, Jackson Libri, 1997.
- *Usare subito Outlook 97*, Jackson Libri, 1997.
- *Usare subito Windows NT 4.0 Workstation*, Jackson Libri, 1997.

Translations from english:

- J.Nielsen, *Homepage Usability*, Apogeo, 2002. (Translation and preface to Italian edition)
- K.Goto - E.Cotler, *Web ReDesign*, Apogeo, 2002. (Translation and preface to Italian edition)
- Bruner - Harden - Heyman, *Web Marketing 2.0 (NetResults.2)*, Apogeo, 2001.
- M. Modahl, *.competizione (Now or Never)*, Apogeo, 2000.
- Chapters on Cognitive Science and A.I. in: AA.VV., *La fenice digitale*, Apogeo, 2000.

- *Netscape: tecnologie di sviluppo*, McGraw-Hill, 1998.
- *TCP/IP per NT Server*, McGraw-Hill 1998.

Special projects:

- Scientific review of: D. Norman, *Il computer invisibile (The Invisible Computer)*, Apogeo, 2000.
- Editor and co-author for: F.Carla, *Simulmondo*, Apogeo, 2001.
- Editor and co-author for: F.Carla, *Trading online. La guida*, Apogeo, 2000.

ARTICLES:

- Creation and management of the bi-weekly column on *"Usability Testing for Business Websites"*, ItaliaOggi (business weekly magazine), 2002.
- *Usability: non è solo questione di design (ma anche di business)*, dossier-interview edited by Silvia Rigamonti, ItaliaOggi, 6/5/2002.
- *Homepage usability: chi non euristica non rosica*, Apogeonline.com, 9/4/2002.
- *Homepage usability: ricette e processi*, Apogeonline.com, 13/3/2002.
- *Scoprendo Nielsen*, Apogeonline.com, 14/2/2002.
- *Usability: la compagnia dell'anello*, Apogeonline.com, 29/1/2002.
- *Senza pellicola: la verità sulla fotografia digitale*, "PC Open", nr. 26, feb. 1998.
- *Violenza, bambini e videogiochi*, (with C.Romeo e A.Valli) "PC Open", nr. 12, nov. 1996.
- *Informatica...mente* [review of psychology-related sw], "GigaByte", nr. 2.06, jun. 1995.
- *Prof. Computer* [review of edutainment cd-rom's], "GigaByte", nr. 2.05, 2.06, 2.078, 1995.
- *I Sacri (Iper)Testi* [review of Bible cd-rom], "GigaByte", nr. 2.05, may 1995.
- *Meglio controllare il proprio carattere!* [fonts management sw], "GigaByte", nr. 2.01, 1995.
- *Publisher Platinum: non risolve, ma aiuta...* [recensione cd-rom], "GigaByte", nr. 2.01, jan. 1995.
- Review of many educational and cultural sw/cd-rom's (GigaByte, various nr.s).

(B) HUMANITIES

BOOKS:

- (editor): AA.VV., *Oltre l'AIDS. Malati e operatori si incontrano*, EDB-Dehoniane, 1992.
- *Patire il "doppio"*, in AA.VV., *Salute e lavoro*, a cura di G.Panseri, IRRSAE, 1992.

ARTICLES AND OTHER WRITINGS:

- *AIDS e televisione: l'anonimato del corpo*, "KOS", n. 61, ott. 1990, pp. 10-11.
- (with P.Cattorini) *Formazione e informazione nella sfida all'AIDS*, "Sanare Infirmos", n. 7, 1990.
- *Etica e medicina: la terza via di Peter Kemp*, "KOS", n. 44, mag. 1989, pp. 28-32.
- *Hillman: la terapia è un Narciso?*, "Tempo Medico", n. 306, 30 apr. 1989, pp. 46-47.
- *Le strutture trascendentali della coscienza nel primo Sartre*, "Rivista di filosofia neoscolastica", 1989, 1, pp.107-137.
- Transl. from English: books on medical ethics, for the series "Quaderni AIDS", Liviana, 1989-90.

ATTACHMENT # 2
TRAINING AND PUBLIC SPEECHES

(A) TRAINING ACTIVITIES

ICT topics:

- 1999 "Internet and multimedia" (120 hours) in European Social Fund / ESF course "Do.Te." (Donne e telelavoro), Simki srl, Cremona.
 "Psychology and hypertexts" (8 hours), in the "Master di Tecnica e Comunicazione multimediale", Centro telematico Multimediale (ENFAP, Milano).
 "Cognitive and ergonomic issues in hypertexts" (8 hours), in the "Master di Tecnica e Comunicazione multimediale", COREP – Politecnico, University of Torino.
 "Cognitive ergonomics and Graphical User Interfaces" (16 hours) and "Texts & HyperTexts" (16 hours), ESF course "Tecnici multimediali", ComEuro srl (c/o LIUC University, Castellanza, VA).
- 1998 Two ESF courses on "Internet and office automation" (46 hours each), SPC Italia, Milano.
 ESF course "Multimedia/Internet for business women" (72 hours), Ass. Comm. Cremona.
 Office + Internet course (48 hours) in ESF Master "Professional in sicurezza e ambiente", Fidia srl, Cremona.
- 1997 Training on Word (12-18 hours each), SPC Italia, Milano.
 Training on Windows 95 (6 hours each), SPC Italia, Milano.
 Training on Office (Word & PowerPoint, 45 hours), Dalmine S.p.a., Dalmine (BG).

Psychology:

- 1995 Coordinator/PM and teacher of psychology, in a specialization course for social & healthcare operators (Service Point Srl, Sesto S.G., MI).
- 1991 HR training assessment (Ferrovie Italiane, CEFLA-Imola and various companies), using role-plays and Metaplan techniques for workgroups, Bossard Consultants Italia.

(B) PUBLIC SPEECHES, CONFERENCES & MISC. EVENTS

ICT, usability and digital culture:

- 2003 Judge for the categories Software Guides and Online Books & Manuals, in Italian and English, "Trans European Technical Communication Competition 2003" (STC, Society for Technical Communication).
- 2002 President of judges panel for Web Usability, national competition Italian Web Awards (www.italianwebawards.it).
 WebMatch: presenting italian edition of J.Nielsen, Homepage Usability, with a live competition of web designers (www.webmatch.org - Milano, Museo della Scienza e della tecnica).
- 2001 CWT - Creativo Web TV Festival, Triennale di Milano: moderator of the round-table discussion on "Digital ergonomics and e-learning".

Humanities:

- 11/1991 National Conference "AIDS domani: quale assistenza per quale malato", Caritas Ambrosiana, Milano; speech (with L.Dolazza-E.Saita) on "La sperimentazione delle strutture residenziali extra-ospedaliere in Lombardia".
- 10/1990 First international conference of "Associazione Europea Cure Palliative", Parigi; poster (with L.Dolazza): "Gestione e umanizzazione dell'assistenza al malato terminale di AIDS".
- 6/1990 National conference "II Progetto di ricerche sull'AIDS (1989). Progress Report", Ministero della Sanità, Orbetello (GR); poster & speech (with P.Cattorini): "I problemi etico-giuridici posti dall'AIDS".
- 1989-98 Participation to many conferences and seminars on psychology & communication skills.