

Giorgio I.M. Borgonovo

Business Architect

Contacts

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Education

Master's Degree in Civil and

environmental engineering,

Politecnico di Milano, October 1997

Certified LEGO Serious Play facilitator,

2016, by Trivioquadirvio (Milan)

Professional Affiliations

Order of Engineers of Milan, n. 20295,

1998

Languages

Italian - Mother tongue

English - Full professional proficiency

I am at the forefront of designing and developing tools, techniques and behaviours within multi-site organisations to co-create knowledge, solutions and outcomes, combining creativity and strategic planning to realize the company's vision.

As a **Business Coach** I'm helping start-ups and larger companies to define or redefine their strategy to win in a continuously changing world, identifying their priorities and how to use the digital technologies to improve performance and deliver better services and products.

As a **Knowledge Engineer** I'm helping companies to foster innovation, develop new tools and procedures to share knowledge, ideas and experience using different channels and media, to make people able to browse new ideas, sharing them, discussing them and choosing the best.

In short

As a freelance consultant, I'm helping large to small companies and start-ups to create or review their **business model** and I coaches them along with the implementing plan, defining a strategy to improve collaboration, team building and creativity.

At Golder Associates I helped the Business and Technical Development Vice President on all aspects of **collaboration** and **knowledge sharing** and **innovation processes**.

Since 2009 I promoted the introduction and use of an **Enterprise Social Network** (*IBM Lotus Connection*) for a more efficient and effective internal collaboration, keeping a user centric approach. I was Project Manager for several knowledge management and collaboration projects, working with global teams.

In particular, in 2010 I was appointed to implement a tool to collect, catalogue, and manage knowledge, experience and **corporate culture** (project *Golderpedia*) based on the wiki concept. It showed the necessity of sharing information through emerging media, such as videos, podcasts and images, resulting in the launch of a new project called *GolderMedia*.

Skills

Management and Communication

- Project Management
- Business coaching and Strategy
- Reporting
- Commissioning
- Team Coordination and Procurement
- Public speaking, Training and Mentoring

Technical

- Functional analysis and feasibility studies
- Software and web development (open source preferred)
- Networks and systems architecture and infrastructure
Cloud Integration (system, storage, db, office appliances su SharePoint, SQL, Google)
- Environmental and geotechnical surveys

Employment history

Business and Knowledge Architect

Italy, Milan (2015 - present)
Consultancy

Strategy and business model generation in start-ups and companies and coaching business management.

Golder Associates

Italy and worldwide (2002 - 2014)
Project Manager

Project Manager for the "Management and sharing of knowledge" project, identification of new internal collaborative processes (160 offices worldwide). Coordinator of the "Knowledge and Information Management" group.
Senior geotechnical engineer for numerical analysis and geotechnical monitoring projects.

Geotecna Progetti

Italy, Milan (2001 - 2002)
Technical Office

Numerical analysis with FEM finite element method (HKS Abaqus software and FEARSM of the Department of Structural Engineering of the Politecnico di Milano) for applications on slope stability, dams and tunnels. Management, administration and optimization of the company's information system.

Regione Lombardia

Italy, Milan (2000 - 2001)
Research Group

Consultant for communication, information and environmental education for Parks and Protected Areas in Lombardy.

Freelance

Italy, Milan (1999 - 2000)
Consultancy

Emergency plans for inter-municipal local authorities in Lombardy.

RTC (Gruppo Indesit) and EDP Maint & Market

Italy, Milan (1997 - 1998)
*Systems Engineer and Manager
CED Service Center*

Worked as Network and Server Manager at CED for Cariplo and Manager at a computer maintenance service centre in Lombardy.

Recent Professional Experiences

Business Architect

Italy
(2015)
Business Coach

Since 2015, as consultant, I helped companies to design their business model in the digital world, to define the implementation plan, and to stay focused on their goals. I was also tutor and mentor in several workshops for strategy and vision generation for start-ups and small businesses.

Media Sharing System

Golder - Global
(2013-2014)
Knowledge & Media Management

Regarding the *Golderpedia* project and sharing of information through emerging media, coordinated the idea of sharing movies, podcasts and images (project *GolderMedia*) globally. Worldwide coordination of the team along with the Global Management Team and external suppliers.

Innovation Management Procedure

Golder - Global
(2014)
Technical Management

Creation of a global procedure for the promotion, support and diffusion of innovation, to apply to any idea or initiative that can improve Golder Associates from the perspective of Client Service, Technical or Operational Excellence, including human, business and technical development.

User Profile

Golder - Global
(2012-2014)
Collaboration

Worked as advisor for the development and release of the platform for the creation of user profiles.

Enterprise Knowledge Base

Golder - Global
(2010-2014)
Knowledge Management

After the feasibility study for a project that aimed to raise Golder expertise, was appointed by VP for Business and Technical Development, as Project Manager, to implement it at a global level to collect, catalogue, and manage knowledge, experience and corporate culture (project *Golderpedia*). Coordination of this team along with the Global Management Team and communications campaign agencies.

Enterprise Social Network

Golder - Global
(2009-2011)
Knowledge Management & Collaboration

On behalf of the VP for Business and Technical Development performed a feasibility study for the introduction and use of global tools Web 2.0 (IBM Lotus Connection) to make internal collaboration more efficient and effective. As PM, along with a global team, started a trial community from which emerged the recommendations for the full-scale adoption.

Customer Relationship Management

Golder - Europe
(2009-2010)
Knowledge Management

Worked as a team member and advisor for a trial regarding the introduction of a system of customer management (CRM) using Microsoft Dynamics.

Reporting System

Golder - Europe
(2009-2010)
Information Management

Designed and developed, along with the Italian team, a quarterly corporate data performance reporting system. The web application was developed in Open Source environment (Apache, PHP, MySQL)

Project and Proposal Workspaces

Golder - Europe
(2008)
Information Management

Was European PM for the release of the project management system (Proposal and Project Workspaces) based on Microsoft Sharepoint, coordinating regional aspects of communication and training.

Database Livingstone

Golder - Italia
(2007)
Information Management

Leading the Italian Information Management team designed and developed an integrated management system for environmental data (project *Livingstone*).

Other Experiences

In the past I have been senior engineer and project manager for several geotechnical projects such as

- **20th Winter Olympic Games Turin 2006 (Piemonte, Italy):** Geological , geotechnical and environmental assessment for the design of programmed snow production for three sites (Melezet-Bardonecchia, Serra Granet-Claviere, Sagnalonga-Cesana) and Geological, geotechnical and environmental assessment and Construction design of the Free Style ski run (Moguls and Aerials) in Sauze D'Oulx (TO – Italy)
- **Autocamionale della Cisa (Parma, Italy):** 3D Analysis for the simulation of demolition and reconstruction of damaged tunnel lining of A15 Highway Tunnel (Valico); Construction Design of Lining Rehabilitation
- **San Ruffillo (Bologna , Italy):** Design and management of real time monitoring system of the railway tracks

For **SIS Images (Milan, Italy)**, a photojournalism agency, between 2004 and 2011 I designed and developed the digital archive and image querying system for internal and external (customers) use and I provided help for business development processes.

Achievements and Awards

Papers

- P. Jarre, G. Borgonovo. *Innovazione, gestione della conoscenza e strategie di sviluppo dell'impresa professionale. Prime note ed osservazioni.* GEAM (2015), n.146
- P. Jarre, G. Borgonovo. *Canvas per il Business Development: dal Business Model al Business Development Canvas for Professional Firms.* GEAM (2016), n.147
- P. Jarre, G. Borgonovo. *La gestione della conoscenza tecnica negli studi professionali.* IngegneriTorino (2016), n.1
- Cividini A., G. Gioda e G. Borgonovo. Finite Element Analysis of Geotechnical Rehabilitation Works. *Japan Society of Civil Engineers* (2004)
- Gioda G. e G. Borgonovo. Finite Element Modeling of the Time-Dependent of a Slope Bounding a Hydroelectric Reservoir. *International Journal of Geomechanics - American Society of Civil Engineers* (2004), 229.
- Borgonovo G., L. Locatelli, M. Perolo, E. Ramelli e V. Marchionni. 2005. *Progressing Monitoring of tunnelling under railway embankment.* Les tunnels, clé d'une Europe durable - Proceedings of an international conference Association Française des Travaux en Souterrain, 10- 12 october. Chambéry, France.
- Locatelli L., G. Borgonovo e G. Gioda. 2004. *A Consistent Approach to the Structural Rehabilitation of Tunnel Liners.* TAC (Tunnelling Association Canada) 18th National Conference "Advances in Tunnelling and Trenchless Techniques", Sept. 26-28. TAC (Tunnelling Association Canada) 18th National Conference "Advances in Tunnelling and Trenchless Techniques, Canada.

And others...

Classes and courses

- Speaker at "Master Course in Tunnelling and Tunnel Boring Machines", lecture title "Progressing monitoring of tunnelling under railway embankment" at Politecnico di Torino - Politecnico di Torino, a.a. 2005-2006 e 2007-2008
- Speaker at "Influenza sul costruito delle variazioni della falda freatica" at Politecnico di Milano, 10/2/2006
- Speaker at Corso di Formazione Permanente 2004/2005, lecture title "Applicazioni del calcolo automatico in ingegneria geotecnica (Problemi non lineari)" at Department of Structural Engineering of Politecnico di Milano, 2005
- Speaker at Workshop "Analisi della stabilità dei versanti in roccia. Applicazione del metodo degli elementi finiti allo studio del movimento franoso di Rosone" at Regione Piemonte – Torino 28 gennaio 1998.

Awards

MARCOM Gold Award for Golderpedia – In 2014 Golder Associates won the MARCOM Gold Award in the category "Website Element/Portal" for the project Golderpedia as enterprise knowledge repository.