

Gianna Martinengo

CEO DKTS, Founder and President of Women&Tech® ETS

Board Member IT-TD, City of Milan - Coordinator of the Scientific Committee of MUSA

Scarl - Member of the Scientific Committee of UNISALUTE

Gianna Martinengo is an entrepreneur who has made 'doing' the active principle of her entire personal and professional journey. Proactive with respect to the transformations of society and with a natural predisposition for innovation, she has undertaken a passionate activity of research and experimentation in new technologies supported by a dual cultural experience, humanistic (Bocconi and Cattolica) and technological (Institute of Mathematical Studies in the Social Sciences, Stanford, Ca).



Her approach to work and innovation, which she considers fundamental for the progress of the entire social system, is based on operational commitment. Innovation, for Gianna Martinengo, does not only mean doing faster or better what was done before, but above all doing something else: conceiving the problem differently, before solving a problem conceived by someone else. Her guidelines: applied research, growth of professionalism, partnerships with other centres of know-how, internationalisation and above all both empathetic and rigorous management of human resources.

Founder and CEO of DKTS - a consultancy and services company in the Open Innovation sector - she has founded many start-ups in Italy and abroad, developed hundreds of projects in the fields of technological and social innovation, and collaborated with the most important international businesses, universities and research centres in the world.

Founder with Stefano A. Cerri of DIDA*LAB (1985-1999): the first Italian applied research laboratory dedicated entirely to Interactive Artificial Intelligence projects. Today, this approach is clearly recognised and used in numerous significant applications of products and services. This is thanks to the Web and recent developments in machine learning systems based on deep neural networks and large language models, as is the case with ChatGPT and other similar platforms.

Previously (2020-2023) Member of the [International Advisory Board of STOA, Panel for the Future of Science and Technology - European Parliament](#).

Member of the [Board Technological Innovation - Digital Transformation of the Municipality of Milan](#).

Coordinator of the Scientific Committee of [Musa Scarl](#).

Member of the [Scientific Committee of Unisalute](#).

Founder and President of [Women&Tech® - Women and Technology Association - ETS](#).

Of power she says: it should be a service.

What demotivates her: noticing that too many put private interest before the spirit of service.

The future, women, young people: her favourite travelling companions.

Gianna Martinengo is an entrepreneur and innovation manager: 'Inspired by user, driven by science' is her approach.

Technical and scientific skills and competences

Years in advance of future scenarios, Gianna Martinengo was able to foresee the centrality of certain principles, which in retrospect proved to be fundamental for the development of the sustainable competitiveness of the Knowledge Society in a global context. Since this is evolving as rapidly as never before, the priority in the governance and management choices of socio-economic processes becomes the continuous growth of human resources' skills and knowledge in order to adapt constructively to the evolving context. Consequently, training, information and communication must be considered as closely linked, synergetic activities, indispensable together to accompany individuals and groups to master development in the sense of both economic sustainability and social balance. In this integration of traditionally unrelated aspects, technologies are not only an indispensable tool for efficiency but also represent a pervasive and dynamic model, necessary to effectively realise any innovation in the way people learn and operate, both in institutional and industrial contexts. They can become an essential factor of economic as well as cultural and social development.

There is no product sector with respect to which innovation, particularly that linked to the digital world of Information and Communication Technologies, does not have a significant impact. In this sense, Gianna Martinengo's activities, as well as her projects, contacts, and national and international professional ties are not limited to the IT sector, AI included, but are pervasive with respect to industrial production and service sectors.

Technologies foster innovation, particularly those with social modes and objectives, and social uses stimulate the emergence of new technologies, in a synergetic cycle that we can call mutual adaptation (co-adaptation). According to Gianna Martinengo: *'Innovation is the instrument that best guarantees the pursuit of social goals, where the term innovation is conceived in its exact meaning: not only the creation of new products or processes, but the ethical improvement of the quality of life, the creation of well-being and solidarity'*.

Organisational and management skills and competences

This is the underlying philosophy that has animated, since way back in 1983, an important research and technological experimentation activity that has practically resulted in the conception and realisation of more than 1,000 projects and products for Italian and foreign companies and institutions (e-learning, e-work and e-communication), 80 digital inclusion projects and products and 70 applied research projects. Research nurtures innovation, it transforms the production processes of goods and services, and transformation must be managed especially with respect to the natural hesitations and resistances of human resources. In this sense, innovation requires strong political, social, and human skills to be able to convince the actors on the ground to adapt and then adopt these transformations. The management of innovation is therefore very different from the traditional management of production processes: in this Gianna Martinengo has demonstrated an excellence that is also recognised by numerous awards and honours. These include the Premio Donna e Tecnologia (2017), Premio Isimbardi (2013), the honour of Cavaliere "Al Merito della Repubblica Italiana" (2011), the Ambrogino d'oro (2007), the European Tertiary Woman Prize (2006), the Premio Piazza Mercanti (2003), the Premio Rosa Camuna (2000) and the Mela d'oro (1995) established by the Fondazione Marisa Bellisario. She was recently included in 2018 among the Inspiring Fifty Italy and among the [Most Powerful Women 2022 by Fortune Italy](#).

Being a pioneer in the digital sector has allowed Gianna Martinengo to come into contact with and work with 400 businesses, research centres and universities in Europe, the United States and Canada. Her activity and experience in the field of innovation have allowed her to participate in a personal capacity and on specific assignments in the organisation of conferences and seminars in many European and non-European countries with continuing relationships, including China (1995 - 2012) and Brazil (1999-2012). Her national and international relations are numerous: UK, France, Switzerland, Holland, Belgium, Norway, Sweden, Greece, Cyprus, Estonia, Slovenia, Moldova, Czech Republic, Turkey,

Tunisia, Pakistan, China, India, U.S.A., Canada and Brazil related to the world of business, innovation, research and associationism.

Work and professional experience

- **DKTS S.r.l.** (Didael Knowledge Technologies Services) since 2010 to date Founder, President and Sole Director. DKTS supports companies, institutions and associations in the entire innovation life cycle. It offers consultancy and services that start from awareness (innovation awareness) through learning about available tools and platforms, all the way to the joint development of customised innovative solutions. This is made possible by constant in-house research and experimentation in emerging sectors (e.g. metaverse, generative AI, ...).
- 1983 - 2010
Founder Chairman and Managing Director
Didael spa
First Italian 'web knowledge company
- 1997
Founder and Managing Director
ATLANTIS-MEDIATECH
Research and development laboratory for innovative applications in Sardinia
- 1993
Co-founder and Member of the Board of Directors
KT BV (Knowledge Technologies) Brussels
Company aimed at the design and implementation of advanced tools for the formalisation of knowledge
- 1985-2008
Co-founder and General Manager of **DIDA LAB Applied research laboratory**
Recognised in 1990 by the Ministry of Education, University and Research as a laboratory of national interest in the field of new information technologies. It boasts participation in more than 80 projects at European level within the framework of research programmes financed by the ESA European Space Agency (ARTES) and the European Union (COMETT, DELTA, ESPRIT, EUROTEC, HORIZON, LEONARDO, SOCRATES - Action Lingua 2, TELEMATICS, IST Information Society Technology).

Board appointments and international roles

- Since 2023 she has been Coordinator of the Scientific Committee of Musa Scarl
- Since 2021 he is a member of the Board Technological Innovation - Digital Transformation of the Municipality of Milan
- He has been a member of the Scientific Committee of UNISALUTE since 2021.
- Since October 2020, he has been a member of the International Advisory Board of STOA, Panel for the Future of Science and Technology - European Parliament.
- Since 2013 he has been a member of the board of ISPI, Institute for International Policy Studies, representing Fondazione Fiera Milano.
- She was one of the 7 members of the Executive Committee and a member of the General Council of the Fiera Milano Foundation representing the City of Milan.
- From 2013 to 2016, she was Deputy Vice President of Fondazione Fiera Milano.
- He is a member of the Board of Directors of the Giovanni Goria Foundation.
- In 2010 and 2011 he actively participated in the Lombardy Region Strategic Committee: Women Work Family.
- Until 2010, she was a member of the Board of Directors of I.C. Technology (InfoCamere Group).
- From 2002 to 2012, as president of the Women's Entrepreneurship Committee of the Milan Chamber of Commerce (70,000 enterprises) and coordinator of the Women's Entrepreneurship Committees of the Lombardy Region (200,000 enterprises), she organised 27 conferences, carried out promotion and economic development activities, and was a speaker on topics related to entrepreneurship and innovation (200 speeches).
- Until 2007, she was a Member of the Board of Directors of the IULM University Foundation.
- Member of the Board of Directors of Formaper from 2002 to 2007.

- From 2002 to 2007, she was Councillor of the Milan Chamber of Commerce and Vice-President of Euro Info Centre-Eurosportello, now Innovhub (special company of the Milan Chamber of Commerce).
- From 1998 to 2012 she was a member of the Assolombarda Board of Directors, vice-president and then president of the Terziario Innovativo product group, the Board of Arbitrators and the Assolombarda Technical Research and Innovation Committee.
- She was President of the Women's Entrepreneurship Committee of the Milan Chamber of Commerce.
- Coordinator of the Women's Entrepreneurship Committees of the Lombardy Region from 2002 to 2012.
- Member of the Technical Committee Interarea Europe of Confindustria.
- In the 1990s, she was among the founders of Reref (Réseau Européen de Recherche en Education et Formation).
- Member of OTE (Observatory of Technology for Education in Europe).
- He was appointed by the EEC and Miur as one of the four members of the Strategic Committee of the DELTA 1990 programme (DG XIII, EEC) representing Italian small and medium-sized enterprises.

Teaching, dissemination, publications, seminars

Gianna Martinengo has always flanked her entrepreneurial activity with an intense dissemination activity: she has 400 courses and seminars to her credit; non-fiction activity: more than 150 articles published in **Italian and foreign journals**; papers at conferences: 500 to date. From 2002 to 2008, he edited the update on e-Learning issues for 'Marco Aurelio', the portal of the Organisation and Development Department of the Department for Human Resources Policies of the Municipality of Rome, developing more than 500 editorial contributions. He is a member of Programme Committees and Technical-Scientific Committees of countless Italian and foreign congresses, journals and initiatives.

Activities and civic engagement

Commitment to the promotion and implementation of initiatives in implementation of the principle of subsidiarity.

Since 1999, Gianna Martinengo has contributed to the activities of national and international networks that promote the role of women through the enhancement of their talent, merit and skills.

From 2002 to 2012, as president of the Women's Entrepreneurship Committee of the Milan Chamber of Commerce (70,000 enterprises) and coordinator of the Women's Entrepreneurship Committees of the Lombardy Region (200,000 enterprises), she organised 27 conferences, carried out promotion and economic development activities, and was a speaker on topics related to entrepreneurship and innovation (200 speeches).

His efforts to broaden and increase both nationally and internationally the exchange of ideas and experiences on 'doing business for women' have been remarkable.

He actively participated in the Lombardy Region Strategic Committee: Women work family (2010/2011).

In 1999, she conceived the CSR project 'Women&Technologies', an initiative with an international vocation that valorises women who, with their expertise and work in research, business and public administration contribute to 'inventing the future and guiding young people to the professions of the future'. In 2009, the project was transformed into the Women and Technology Association, to evolve in 2022 into Women&Tech® Ente del Terzo Settore, of which she is President.