

PERSONAL INFORMATION

Matteo Favarelli



📍 Milano

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Sex Male | Date of birth 24/10/1986 | Nationality Italian

WORK EXPERIENCE

Dec 2016 - Present

CoFounder & COO

AnotheReality Srl, Milan, www.anotherreality.io

AnotheReality is a software development studio specialised in immersive (XR: VR/AR/MR) & AI interactions.

- We are pioneering developers exploring the borders of the new XR frontier.
- Primary VR/AR development partner of several Fortune 500 companies.
- Awarded by Microsoft as the developers of the World First Mixed Reality application for the banking industry.
- The creators of Virtuademy, the leading VR Simulation & Training platform for business and education..

As an extra over the COO duties I'm focusing on the VR videogame market, managing publisher relations and finding market opportunities.

Sep 2012 – Dec 2015

Event, E-Commerce, Communication & Marketing Manager

TeamWorld Srl, Milan, <http://www.teamworld.it> , <http://www.teamworldshop.it>

TeamWorld is an agency who operates since 2000 in the world of entertainment collaborating with the most important companies in that business, like: Sony Music, Universal Music, Warner Music, 20th Century Fox, Universal Pictures and so on.

I was mainly in charge of creating events, handling communications, managing the E-Commerce website and merchandise.

I organized events and projects of any kind like:

- You & I Tour: a tour in the main Italian cities organizing parties for our community
- ITATUBE 2014 and 2015 (<http://www.itatube.net/>)
- 1D WORLD: the official Italian One Direction Shop (ten of thousands visits every day for 3 weeks)
- Camping dedicated to our community (bands, singers, youtubers and actors)

As E-Commerce manager, I dealt with optimisation and troubleshooting of our PrestaShop-based E-Commerce as main digital marketing software, developing and managing digital marketing campaigns and content for various kinds of products.

My duties included managing customers support, orders shipping and look out for new products and keep an eye on new trends.

During this time I opened and managed several Temporary Stores in Milan, Turin and Rome where I was able to give to our E-Commerce a physical form, acting as a point of reference for our customers. For these stores, the average daily revenue achieved was from 10 to 100 times higher than the E-Commerce.

While the shops were open I worked as coordinator for the retail points.

I also handled most of the relations with other physical shops to create various "temporary corners" in Catania, Cagliari, Rome, Naples and Milan.

Apr 2009 – Aug 2012

Vice President

Optima Srl, Vimercate (MI)

Optima Srl was a company whose main business was Franchising within online gambling.

There were 3 main subjects of franchise:

- Creation of a personalized gambling Website
- Creation of "real" casino where people could gamble online
- Entrust an area of a city to an affiliate and have him generate profits from all the gamblers reachable inside that area

I started to work at this company since the startup phase, and I personally contributed to create, develop and optimise all the franchising models.

Feb 2011 – Feb 2012

CEO

Optima Business S.a.s. di Matteo Favarelli & C., Vimercate (MI)

The core business of the company was focused on buying, selling and renting luxury cars like Ferrari, Lamborghini, Bentley, etc.

As a founder I had to deal with every need the company had:

- Finding good deals for both buying and selling cars
- Customers Acquisition
- Optimized advertising for different kinds of customers
- Handling customers' requests and needs

Due to my co-founder leaving the startup I had to disband the company and focus on the core business of the main company, thriving fine by itself at the time.

PERSONAL SKILLS

Mother tongue(s)

Italian

Other language(s)

English

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
C1	C1	B2	B2	C1

Communication skills

- Excellent communication skills acquired through public speaking, working with multidisciplinary teams of different companies and nationalities, and through exhibitions in fair and events all around the world

Organisational / managerial skills

- Excellent managerial and organisational skills acquired through handling different teams of worker in various kind of scenarios.

Other skills

- Dancer
- Competitive Videogamer

Driving licence

A-B

ADDITIONAL INFORMATION

- Publications
 - Presentations
 - Projects
 - Conferences
 - Seminars
 - Honours and awards
 - Memberships
 - References
 - Citations
 - Courses
 - Certifications
- World champion of "World Cup Champion Football" in 2006 in Tokyo, a soccer videogame from SEGA
 - Italian representative and World Finalist of the World Pump It Up Festival in Korea (2005/2006), a dancing videogame from Andamiro