



The future of entertainment for Brands and the creation of a post-advertising agency

➤ **Thursday, 28th February 2019**
10.30-12.30 am
Room 32, Via Bassi 1

➤ **Graduate Program in**
Entrepreneurship and Innovation
Prof.ssa Eleonora Di Maria

➤ **About SHADO -> www.shado.tv**

Opening Lecture
dSEA



Davide Bartolucci

Founder and CEO at SHADO
H-FARM media company

Davide Bartolucci

Founder & CEO of SHADO, the media company of H-FARM.

Born in 1974. He is a specialist in branding and new forms of entertainment. Since 1995 he has been working in the area of integrated communications and new media and has significant experience, both domestic and international.

His rich professional profile brings together a creative background and entrepreneurial experience constantly aimed at developing cross media formats and editorial projects.

Since 2006 he has been part of H-FARM, first as Senior Manager and then as founder of SHADO of which he is CEO.