



## **Marco Cello joins Webidoo SpA as Director of Product Development and Engineering for the new Jooice platform**

Milan, May 8, 2023 - Webidoo SpA, a digital company specializing in the digital transformation of SMEs, announces the arrival of Marco Cello in the role of Director of Product Development and Engineering for Jooice, the platform that aims to revolutionize the approach to digital for small and medium-sized enterprises around the world.

Indeed, Webidoo continues its rapid growth and, with this arrival, consolidates its staff to support the development and market positioning of the new product launched at the end of 2022.

An engineer with a PhD in Computer Science from the University of Genoa, Marco Cello comes from a career focused on research, carried out both in leading universities such as New York University and in research centers and international companies such as Nokia Bell Labs. After working with tech startups in Italy and the U.S., he has now joined Webidoo with the goal of governing the analysis, design, and implementation of Jooice's new features and improved reliability, in concert with the U.S. strategy team.

Building on this background, Marco will be responsible for coordinating the development and engineering of Jooice, between Italy and the United States, to provide SMEs with a comprehensive and intuitive solution. The platform, in fact, is an international project resulting from the collaboration between Webidoo and Lehigh University of Pennsylvania. Protected by a double patent, Jooice enables freelancers, small and medium-sized businesses to manage all the digital marketing services they need in an integrated, smart and easy way, via monthly subscription at a highly competitive price that is affordable even for small businesses.

"Marco's entry fits into Webidoo's HR strategy, which aims to create a high-level management team capable of taking on the company's major challenges," explains Lidia Biondi, HR Manager, "and make a concrete contribution in an ambitious expansion project, including the development of new products and services, corporate acquisitions and the opening of new markets."

"People are at the heart of our business, they are key assets," emphasizes Daniel Rota, CEO of Webidoo. "Attracting and investing in new talent like Marco is increasingly our priority. Attracting and investing in new talent like Marco is increasingly our priority. The rapid growth that led us to develop an innovative product like Jooice giving us an international breath and perspective, requires a more articulated organization, with a management able to cope with an increasing complexity, both internal and external. We are really happy with the entry of a prepared, motivated and enthusiastic person like Marco."

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### **About Webidoo SpA**

Webidoo, a company specialized in promoting Digital Transformation, was born in 2017 from an idea of Daniel Rota, Giovanni Farese and Egidio Murru, three managers united by their passion for digital and new technologies.

Webidoo simplifies access to the best technological and digital solutions in both B2B and B2C. The B2C soul of Webidoo is realized with Webidoo store, the Experience Store phygital where people can find the most innovative technological products on the market also selected in preview. The B2B soul, on the other hand, is expressed with Webidoo digital services and Webidoo farm, which accompany companies, SMEs and professionals in choosing, implementing and managing the best technological and digital solutions for business and in strategic areas such as Digital Presence, E-Commerce, Digital Advertising and Social Media. The group's strong innovative traction is also manifested in Webidoo gaming, the company that takes the company into the world of esports with teams engaged in the most important leagues internationally, which also caters to businesses by providing completely new digital opportunities to promote their activities on the latest digital channels, such as Twitch. Recently, the group's offerings for the digital transformation of SMEs were further enriched with Jooice, the world's first technology that simplifies the management of digital services, unifying them in one virtual place from which activities that accelerate business growth can be carried out. Jooice is a registered patent owned by Webidoo. The company consists of a team of more than 300 employees and digital consultants operating in Italy, Spain, the Balkans and the US.

[webidoogroup.com](http://webidoogroup.com)

[webidoo.it](http://webidoo.it)

[jooice.com](http://jooice.com)

[webidoo.store](http://webidoo.store)

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