Adriano Araldi joins Webidoo SpA as Head of Product for the Jooice platform

Milan, 1 October 2024 - Webidoo SpA, a digital company specialising in the development of technological and organisational solutions for the digital transformation of companies, announces the arrival of Adriano Araldi in the role of Head of Product for Jooice. With this entry, the company aims to strengthen the development strategy of the platform based on Artificial Intelligence that revolutionises the approach to digital for small and medium-sized enterprises and strengthen its positioning in the global market.

Adriano's is the story of a so-called 'brain on the run' who built his professionalism abroad and now returns to Italy to put his skills to good use in his homeland: he has spent the last 13 years in London, where he was involved in product development strategies and processes in highly innovative companies, first managing internationalisation processes for Bumble Group, then for Sorted Food, where he led the development of the Sidekick app that aims to help users plan meals in an organised and sustainable way, and finally in fintech, at Shawbrook Bank.

On the strength of this expertise and a great passion for innovation, Adriano Araldi joins Webidoo to strengthen Jooice's product area, lead the platform's development team at an international level, and streamline processes, putting the user increasingly at the centre of product evolution. His is a strategic role, becoming the reference and connection point between the Italian development team, the R&D team, based in America, and the marketing team, which works transversally at an international level.

The project, born out of the collaboration between Webidoo and Lehigh University of Pennsylvania, has embarked on an important path of global growth that requires the professionalism of a team capable of facing international challenges: in recent months, in fact, Jooice has been launched on the American market and is about to land in the Arab Emirates.

Protected by a double patent, Jooice harnesses the power of artificial intelligence to simplify and accelerate the digital evolution of companies, centralising the most strategic marketing tools in a single hub and making them accessible even to non-experts.

'Adriano's arrival is part of a structured HR strategy, which aims to strengthen the management team with high-level professionals who know how to move nimbly at an international level and are able to meet the company's major challenges at this important time of growth,' explains Giada Innocenti, HR Manager at Webidoo.*'His arrival brings significant experience in product management to the company, giving a strong impetus to Jooice's continuous evolution process.'*

About Webidoo SpA

Webidoo is the award-winning martech company that realises technology and organisational solutions powered by Artificial Intelligence to simplify and accelerate the digital evolution of companies.

With its R&D activity anchored in the US, talented professionals in several countries and strong links with top research institutions and international academic organisations, Webidoo takes a global, ambitious and structured perspective.

Its portfolio includes an AI Lab offering innovation programmes for the large enterprise, digital factories to produce content and manage digital media activities on an international scale using artificial intelligence, digital export services for SMEs and proprietary technologies protected by international patents. These include Jooice, the AI-based platform that centralises the management of digital marketing activities and accompanies companies through digital transformation.

Webidoo distributes its products and services through a multi-channel strategy, involving a number of external and leading partners (Telcos, banking institutions, finance companies, digital payment companies and more) and a number of internal channels, including the Webidoo Store, a space in which to experience innovation at first hand through a selection of the world's best technology products and the possibility of trying out and purchasing Webidoo solutions such as Jooice directly. All this in a futuristic concept store totally focused on the customer experience.

Webidoo operates in the USA, Europe and the Middle East, with offices in Milan, Castellana Grotte, Tenerife, Chicago and Dubai.

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