

Massimiliano Margarone, CEO SPX Lab



Massimiliano Margarone is an electronic engineer, expert in the design and development of innovative solutions, combining innovative technologies with user experience, lean canvas and design thinking methodologies. He develops new business models for new products and services, starting from the analysis of the users and companies needs, in multidisciplinary contexts. It carries out facilitation activities, promoting the dialogue between art, design, technology and science. He is the founder of startups.

Graduated from the University of Genova, he obtained his PhD in Electrical Engineering at the same University, publishing over 30 scientific papers in international conferences and journals on Human Computer Interaction and Virtual Heritage.

He collaborates with University of Genova and the Italian Chamber of Commerce in Vietnam, as desk for internationalisation projects, and holds several technological and commercial cooperations with SouthEast Asia and Arabic countries.

He is a member of the Italian Information Engineering Committee and from 2015 to 2019 he has been Vice President. He has been consultant of the European Association T&D Europe from 2012 to 2020, representing several R&D projects in the H2020-Energy field.

He founded SPX Lab in 2010, of which he is CEO, an Italian leader in ICT, technology and design in digital communication. SPX Lab designs and develops solutions for digital publishing, cloud, smart retail and interior design, always proposing new, beautiful and original projects aimed at meeting the needs of people and companies. SPX Lab combines creativity and technology to drive innovation and make it available for everyday use.

He cooperates the European R&D program H2020 START (Science, Technology, ARTS), which promotes the combination of the emerging principles of technology to art, in order to push innovation.

He organized editions of S+T+ARTS TALKS IN GENOVA. In this topic he also collaborates with the National Council of Research (CNR), the University of Genova, as well as with other R&D institutes in Europe.

He is a member of several technical and empowerment commissions.