# BIO - Authors

**Ale Agostini - Founder of Karma Metrix** 

Entrepreneur and digital communicator since 2011. Founder of AvantGrade.com (agency specialized in SEO on Google), and Karma Metrix (1st digital sustainability journey chosen by major brands that measures, compares, and improves the environmental impact of a website).

Digital marketing trainer for Il Sole 24 Ore, Rcs Academy, Booking Academy, Business International, Ninja Marketing. Speaker at various international digital events including TEDx Switzerland and the UN PRECOP 26. Trains more than 1,000 people each year. Author of 9 publications on digital marketing with Hoepli.

Before his current activities, he founded Bruce Clay Europe (American leader in SEO since 1996), Welocalize Italy (formerly Agostini Associati), and managed the international marketing of leading brands such as Ferrero, Campari (where he launched the Gorilla Crodino advertising), and Bolton Manitoba..

**Stefano Branduardi - Marketing Director**



Marketing Director, with over 15 years of experience in the digital world, working in startups, scaleups like MailUp, and multinational corporations such as WPP. Over the years, he has delivered numerous lectures and trainings at institutions like the Università Cattolica del Sacro Cuore, Università Suor Orsola Benincasa, ILAS, and events like IAB, Netcomm Forum, WMF, Banking Forum, and many others. His mission at Karma Metrix is to raise awareness about the impact that digital has on environmental sustainability and how to reduce it.

**Fabio Mecarone - Marketing & Sales Manager**

Graduated in Economics and Management with a thesis on ethics and corporate sustainability, he has shown a particular interest in these topics since his university years. After 10 years of experience in data analysis and marketing, his passion for sustainability led him to join Karma Metrix, where he holds the position of Marketing & Digital Sustainability Manager, also dealing with academic training and corporate training.

**Alessia Carpentone - Digital Marketing Specialist**Always fascinated by the world of digital marketing and social media, she followed her passion until she found her professional niche at Karma Metrix. There, she now serves as a Digital Marketing Specialist, managing social media communications and digital activities with a particular emphasis on sustainability.