Giacomo Bracci Helsen

AI Strategy & Transformation | Digital Transformation | Innovation Leadership | AI Governance | EUR 59M led or influenced

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linkedin.com/in/giacomobracci | www.giacomobracci.com | Belgian + Italian | EU work authorization (unrestricted)

EUR 59M led or influenced · EUR 14.2M projected annual savings, single client · 11x contract expansion · 4 continents

EXECUTIVE PROFILE

I have spent 15 years turning enterprise AI from slideware into measurable money: EUR 59M in revenue led or influenced across banking, telco, retail, energy, and the public sector on four continents. I started building AI recommendation systems in 2011, when collaborative filtering still needed client education, and the organizational problem then is the same one agentic AI faces now. The technology changes. The resistance does not.

The pattern I keep seeing is that organizations pour millions into AI platforms, hit every technical metric in the pilot, then cancel the program because nobody agreed what success meant in business terms. Deloitte and BCG put numbers to it: roughly 70 percent of AI outcomes depend on people and process, not technology. Most companies invert that ratio. I do not. I work to one operating principle, measure before you build. My first conversation is with the CFO, not the CTO. What does success look like in actual currency, what is the baseline, and how do we know it is working weekly rather than quarterly. Get those answers signed, then build.

I want to own the outcome from inside the business, not advise and leave. I have carried a P&L, run delivery, and stood behind the numbers afterward, and the design discipline I bring (four iF Design Awards, a Compasso d'Oro Honourable Mention, a Retail Design Institute Best of the Best) exists for one reason: what gets built actually gets adopted.

WHAT I AM LOOKING FOR

A senior mandate where I own an AI or transformation outcome end to end and answer for the number afterward. That comes under several titles and I am open to all of them: Head or Director of AI Strategy, AI Transformation, Innovation, or Digital Transformation inside an enterprise; Practice Lead, Principal, or Partner building an AI advisory capability inside a consultancy; Chief AI Officer where the organization is the right size for one person to set the agenda; interim or fractional AI leadership where speed matters more than headcount. Banking, telco, retail, energy, insurance, the public sector, or any organization that has committed real money to AI and needs it to show up in the P&L. Advisory engagement ongoing at Board of Innovation; available now for a full-time mandate, and open to interim, fractional, or embedded arrangements. Based in Florence, remote-first with up to 50 percent travel, open to relocation across EMEA including Amsterdam, Barcelona, Madrid, Zurich, Berlin, London, and Dublin.

SIGNATURE OUTCOMES

EUR 59M in enterprise revenue led or influenced across four continents, including EUR 43M across 9 Fortune 500 clients at Salesforce LatAm and 19 new engagements won under my own P&L.

Turned a EUR 950K pilot 48 hours from cancellation into a EUR 10.8M program at BCI Bank Chile, an 11x expansion, with EUR 14.2M in projected annual savings.

Sourced a multi-million-euro follow-on from a single agentic-AI proof of concept at Board of Innovation (client confidential), built on measurement agreed before a line of production code.

PROFESSIONAL EXPERIENCE

Senior Advisor, AI x Transformation | Board of Innovation

Oct 2025 to present | Remote (Antwerp / New York consultancy), Italy

Built the AI transformation practice for the European expansion of an Antwerp and New York innovation firm that works with Fortune 500 companies: market mapping, partner development, C-level stakeholder alignment, and business development, all of it mine to stand up. The engagement is ongoing.

Sourced a multi-million-euro follow-on from a single agentic-AI proof of concept (client confidential), positioned on a measurement framework agreed before build.

Built 15+ C-level relationships across telco, banking, and technology in Italy, Spain, and the Netherlands, and opened AI transformation engagements with enterprise clients.

Ran agentic-AI and partner-ecosystem workshops for major European telco and platform clients; brought the Managing Director onto the main stage at AI Festival Milan 2025.

Research Fellow, AI & Digital Transformation | Universita degli Studi di Napoli Federico II

Jan 2025 to Sep 2026 | PID MED program, Italy

After the BIP Group acquisition moved Sketchin toward a billable-hours model, I took a deliberate period to codify the method I had run across four continents, alongside executive education at MIT xPRO and Wharton. It ran in parallel with the Board of Innovation advisory, which continues; the fellowship concluded at contract term.

Applied research on AI adoption for Italian SMEs of 75 to 500 employees, the firms without data science teams that nonetheless have to implement enterprise AI as partners and suppliers.

Designed AI governance frameworks and an executive coaching program for C-level leaders, centered on the question of what separates the 6 percent of high performers from the 62 percent stuck in pilot purgatory.

Strategy Director | Sketchin (BIP Group)

Mar 2021 to Sep 2024 | Manno, Switzerland | Italy, UK, Spain, Taiwan

Ran the strategy and digital transformation practice at Sketchin, the innovation studio acquired by BIP Group. I owned the P&L, directed 3 to 5 cross-functional Agile teams at any given time, and handled business development myself across fintech, energy, technology, and banking.

Won 19 new client engagements and grew several existing accounts; 16 percent revenue uplift over three and a half years, with programs for Lenovo, Fastweb, Enel, Sky, Banca Mediolanum, and INPS.

Fastweb NeXXt, Italy's first voice-enabled AI router. Directed a 40-person, 8-department program fully remote through COVID lockdown; 30-plus voice commands for diagnostics, parental controls, and digital wellbeing. 14 percent churn reduction over an 18-month controlled study, 2M consumers reached, NPS 62 to 74. iF Design Award 2022.

Spazio Lenovo, Europe's first flagship experience center, Milan. Shifted the story from technical specifications to scenario-based experience; 15 percent global price increase with no volume loss. Milan became the global template and the executive sponsor was promoted to Head of Global Retail. Retail Design Institute "Best of the Best" 2020.

Flowe, digital bank launch for Banca Mediolanum. 15K accounts opened in week one against an industry norm near 2K; onboarding cut from 22 minutes to 8; 4.7 of 5 App Store rating. iF Design Award 2021.

INPS, public-sector digital services for Italy's national social security institution, and Treedom, digital experience redesign.

Strategy & Innovation Executive Director, Ignite LatAm | Salesforce, Office of Innovation

Mar 2017 to Mar 2021 | Mexico City | Sao Paulo, Santiago

Co-led Ignite, Salesforce's strategic innovation unit in Latin America, a cross-functional team of strategists, designers, solution engineers, and delivery. EUR 43M closed across 9 Fortune 500 clients in banking, telco, retail, energy, and insurance.

BCI Bank Chile, EUR 10.8M. The starting point was a EUR 950K Salesforce and Einstein pilot 48 hours from cancellation. I embedded with agents at peak hours, built the measurement framework with the CFO first,. Ran a 15-agent pilot, measured weekly, scaled only what worked.

Call volume down 40 percent (about 30,000 fewer calls a month), resolution time down 22 percent, cost per interaction down 38 percent, NPS 62 to 75. Contract grew 11x from EUR 950K to EUR 10.8M. EUR 14.2M in projected annual savings.

AeroMexico, EUR 7.9M. I spent three weeks in airports watching operations. Crews used CB radios in calm conditions but switched to WhatsApp the moment things cascaded, because the radios collapsed under load. That reframed Salesforce from a customer experience platform into the system that holds under stress, and that framing is what won executive buy-in. Adoption rose from 31 percent to 78 percent in eight weeks; the deal expanded to EUR 7.9M.

Earlier Career | Cognizant / Idea Couture, Publicis / Nurun, Jenuino Planet

2011 to 2016

Cognizant / Idea Couture, Director of Innovation (London, then Mexico City): reported to the global CEO and secured USD 1.5M in new contracts. Contributed to a UCB Pharma product behind a revenue stream reported at EUR 284M, and to the British American Tobacco prototype that became VUSE.

Publicis / Nurun, Director of Design Strategy (Montreal): led a 7-person innovation lab building recommendation systems and collaborative filtering for TVA.

Jenuino Planet, Founder & CEO (London / Florence): farm-to-table startup, EUR 100K seed, 8K subscribers; sold an ML algorithm that extended subscriber lifecycle 25 percent to Eataly.

CORE COMPETENCIES

AI Strategy | Enterprise AI Transformation | AI Governance & EU AI Act Compliance | Agentic AI | CFO-Grade Measurement & Value Realization | P&L Ownership | Board-Level Presentation & C-Suite Engagement | Change Management & Adoption | Partner Ecosystem Enablement | Human-Centered Design | Multi-Geography Leadership (LatAm, EMEA, APAC) | Industries: Banking, Telecom, Retail, Energy, Public Sector

TECHNICAL KNOWLEDGE

Foundation models and GenAI: RAG architectures, prompt engineering, the fine-tune versus few-shot call, and how to weigh hallucination, latency, and cost. Agentic AI: multi-agent orchestration and the governance autonomous decision loops demand, namely guardrails and audit trails. Enterprise platforms: Salesforce Einstein in depth, plus Azure OpenAI, AWS SageMaker, and GCP Vertex AI, selected on data gravity, cost, and the skills the organization actually has. AI governance: EU AI Act classification and compliance, including how to explain Article 6 obligations to a board. Hands-on: Python, RAG pipelines, Supabase, API integration.

EDUCATION

MIT xPRO, AI Strategy and Leadership Program (2025)

The Wharton School, AI Strategy and Governance (2025)

Harvard Business School Executive Education, Disruptive Strategy with Clayton Christensen (2017)

Domus Academy, MBA in Business Design (Distinction)

Universita degli Studi di Firenze, BA in Marketing and Communication

AWARDS & RECOGNITION

Compasso d'Oro Honourable Mention 2024 (INPS), Italian design's highest recognition.

Four iF Design Awards: Flowe (2021), Fastweb (2022), INPS (2024), Treedom (2024). Retail Design Institute "Best of the Best" 2020 (Spazio Lenovo).

ItaliaCamp Winner 2012: EUR 100K seed from a field of 5,000-plus startups.

LANGUAGES

Italian (native), English (fluent, 18-plus years), Spanish (fluent, 7 years in LatAm), French and Portuguese (professional).

PERSONAL DETAILS

Date of birth: 12 January 1981. Nationality: Belgian and Italian. EU work authorization, unrestricted. Driving licence: A, B.