

Enrico M. Balli

Born in Turin, Italy, 21.9.1960

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Current Position

CEO, Sissa Medialab, Trieste

The International School for Advanced Studies (**SISSA**), founded in 1978, is a centre for research and postgraduate studies leading to a Ph.D. degree. It is the only institute of its kind in the Italian university system. The School's academic activity is divided into three Departments: Physics, Mathematics and Neuroscience.

Aside from the above Departments, back in 1991 SISSA founded the **Medialab**, a research and development laboratory dedicated to the development of innovative tools and products for the communication of science, both within the scientific communities and for the general public. In 2005 SISSA decided to spin-off the laboratory: Sissa Medialab is today a private Company with a staff of 50 people in three areas (Journals, IT, Science Communication) that continues the tradition started in 1991.

The main projects dedicated to the communication of science set up and run at Sissa Medialab are:

JHEP, JCAP, JSTAT and **JINST**: international scientific electronic journals in the field of high energy physics, cosmology and astroparticle physics, statistical mechanics and radiation instrumentation.

Jcom, a refereed open access journal in communication of science.

PoS (Proceedings of Science): a versatile, low-cost and open access publishing service for the scientific community.

OggiScienza: the widest and authoritative online science magazine in Italy for the general public.

Realisation of science centres, science museums and exhibitions from the content development to the staff training and the cultural management.

Management of Press Office and Corporate Communication activities for Universities and Research Institutions.

Professional Training on Science Communication for young researchers.

Sissa Medialab is a member of the most important Science Communication networks: **Ecsite**, **Eusea**, **Eucunet**, **Ecsa**, **Gaps**, **RedPop**.

Work Experience

2000-2005

Arnoldo Mondadori Editore, Milan, Italy

The Mondadori Group, with more than fifty subsidiary and associated companies, both in Italy and abroad, covers the whole range of publishing activities, from the creation of products to printing, marketing and distribution.

I joined the Mondadori Group in 2001 as New Media Manager for the Educational sector (web sites, e-learning services, online platforms).

In 2003 I was appointed Development & New Projects Manager, adding to the role the responsibility of the marketing office.

In 2004 I was appointed Director of Marketing.

1998-2000

Baan Development, Barneveld, The Netherlands

I took part in the development of a brand new product, the BaanERP CF Configurator, a tool based on Microsoft (D)COM technology that was used to build new functionality in BaanERP. I was appointed to the position of Product Consultant. Within this position I provided feedback and requirements to the development team. After the first release of the product, I became Project Coordinator, handling technical issues with the main customers (Boeing, Paccar, Komatsu, Andersen).

1996-1997

Oracle, Munich, Germany

As a product consultant I worked on a very innovative project of the company: our team worked on the design and engineering of the corporate web site, and on the functional design of the WebBoosterKit, a tool that allowed Oracle to serve dynamic content to the internet. This tool was used internally and never released, since in the meantime Oracle developed similar products in the United States (OracleWebDB, OracleCMS).

1991-1995

Apple Computer, Milan IT, Munich DE, Paris FR)

Education consultant, providing training on Apple technologies at Universities and High Schools in Italy and many European countries.

1989-1990

HK Shipping Gazette, Hong Kong

IT consultant, creation of a modern network-based database publishing system.

1984-1988

Società Editrice Internazionale, Turin, Italy

IT consultant, creation of an electronic publishing system for the production of schoolbooks.

Education*2005 - 2006***Master of Business Administration**

Mib School of Management, Trieste, Italy

*1993 - 1997***Deutsch als Fremdsprache**Ludwig- Maximilians-Universität, Munich,
Germany*1979 - 1985***Fisica (indirizzo didattico)**

Università di Torino, Italy

Languages

Italian: Native Speaker

English: Fluent

German: Fluent

Spanish: Fluent