

**STRATEGIZE  
ORGANIZE  
GLOBALIZE**

## Rosaria Camardese

- **AI Strategy & Digital Transformation**
- **Innovation Management**
- **Product Development**
- **Public Sector & EU-Funded Programs**
- **CRM, Marketing Automation**
- **Cross-Sector Program Leadership**



### CONTACT



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### CONNECT WITH ME:

Looking to drive digital transformation, scale AI-powered solutions, or lead cross-sector innovation programs?

Contact Rosaria Camardese — a seasoned program leader with hands-on experience in AI strategy, product innovation, and large-scale initiatives across corporate, startup, and public sector environments throughout Europe.

Please visit my LinkedIn profile:  
[Rosaria Camardese](#)

**“INNOVATION ISN'T JUST ABOUT ADOPTING NEW TECHNOLOGY — IT'S ABOUT CREATING MEANINGFUL CHANGE THAT CONNECTS PEOPLE, STRATEGY, AND PURPOSE. MY GOAL IS TO TURN COMPLEXITY INTO CLARITY, AND IDEAS INTO IMPACT.”**

### INTRODUCTION

**Rosaria Camardese** is an innovation strategist and transformation leader, specializing in AI strategy, digital ecosystems, and cross-sector program delivery.

With over 20 years of experience across corporates, startups, and public institutions, she has led high-impact initiatives in product innovation, CRM implementation, and marketing automation across industries including insurance, consumer goods, and edtech. At OneClick, she drove digital transformation for a B Corp-certified scale-up, while at De' Longhi and Braun she led global marketing for award-winning consumer products.

Rosaria holds an Executive MBA from POLIMI and an Executive Program in AI for Business Strategy from MIT Sloan. Fluent in Italian, English, and Spanish, she combines strategic vision with operational execution — helping organizations deliver innovation that scales, aligns, and lasts.

### HOW I CAN HELP YOUR BUSINESS

- **AI Strategy & Digital Transformation** – Helps organizations define and implement AI and digital strategies that drive real business value. Aligns innovation roadmaps with operational goals, enabling scalable solutions across functions and sectors.
- **Go-to-Market & Product Innovation** – Leads the end-to-end development and launch of new products and services. Combines market insight, customer-centric design, and cross-functional coordination to bring ideas to life — from concept to commercial success.
- **CRM, Automation & Digital Platforms** – Guides digital transformation through CRM, marketing automation, and platform integration. Supports teams in selecting, implementing, and optimizing tools like Salesforce and HubSpot for measurable growth.