

Francesca Mastrogiacomì, Ph.D.

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Learning Strategist | Digital Transformation Expert | Executive & Team Coach | Professor of Practice

25+ years of experience in digital learning innovation, executive education, and organisational transformation across academia, corporate, and tech sectors. Former Google leader, now founder of Creative X Factory and Professor of Practice at LUISS Business School. Certified Hogan Assessor, LEGO® SERIOUS PLAY® Facilitator, and Executive Coach (ACC).

DISTINCTIVE COMPETENCIES

INNOVATION IN LEARNING DESIGN & DIGITAL TRANSFORMATION

- Founder and Chief Learning Design & Innovation Officer at Creative X Factory (2017–present), delivering bespoke learning programs and transformation projects for clients such as Sky, Google, and LUISS.
- Former Head of Learning Design & Innovation at Google Digital Academy (EMEA), awarded for global learning programs like *Demystifying Programmatic*, Programmatic 101.
- Led LUISS Business School's digital transformation strategy (2018–2022), including the launch of Flex MBA and the LUISS BS Link app.

ACADEMIC LEADERSHIP & TEACHING EXCELLENCE

- Professor of Practice in Digital Innovation & Business Transformation at LUISS Business School (2018–present), designing and delivering high-impact courses across MBA, Executive, and Master programs.
- Chair of the Teaching & Learning Lab (2022–2024), leading faculty development and AI integration in teaching.
- Harvard BOK Certified in Higher Education Teaching; consistently rated ~80–85% NPS in teaching evaluations.

EXECUTIVE & TEAM COACHING | FACILITATION

- ACC Certified Executive Coach (ICF), with experience in leadership coaching, team coaching, and mentoring at Google and beyond.
- Certified LEGO® SERIOUS PLAY® Facilitator, delivering experiential workshops for innovation and team alignment.
- Hogan Certified Assessor (HPI, HDS, MVPI, 360).

STRATEGIC OPERATIONS & BUSINESS PARTNERING

- Former Country Sales Operations Manager at Google Italy and Project Lead in SEEMEA Sales Strategy & Ops, leading cross-functional initiatives and business planning.
 - Early career in procurement, e-commerce, with international exposure in the US, UK, and EU.
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BOARD & ADVISORY EXPERIENCE

- Member of the Learning Design Working Group, FOME Alliance – The Future of Management Education.
 - Advisor to multiple innovation and education projects funded by the EU and international institutions.
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EDUCATION & CERTIFICATIONS

- Ph.D. in Applied Linguistics and Communication – Università Cattolica, Milan
 - Post-doc in Education Technology – USI Lugano
 - Harvard BOK Higher Education Teaching Certificate (2022)
 - Google Certified in Generative AI Fundamentals (2024)
 - DeepMind AI for Everyone (2025)
 - Hogan Assessments Certified (2023)
 - LEGO® SERIOUS PLAY® Facilitator (2016)
 - ACC Executive Coach – ICF (2016)
 - Master in Web-Based Training Design (2002)
 - Degree in Foreign Languages – 110/110 cum laude, Università di Urbino
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LANGUAGES

- Italian (native), English (C2), French (fluent), Spanish (intermediate – DELE B2)
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SELECTED PUBLICATIONS

- *Sky. Embracing Design Thinking for a Customer-Centric Organisation*, LUISS University Press, 2025
- *Facilitating a Paradigm Shift for Teaching and Learning with AIs*, IJET, 2024
- 20+ publications on digital education, learning design, and applied linguistics