Enrico Busto

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Strategic Technology Advisor

23 years of experience developing and deploying AI-driven solutions for cutting-edge projects across industries.

Pioneering advancements in technology to optimize business performance, with a particular emphasis on large language models, resulting in measurable enhancements and a patent-secured self-checkout system.

Managed strategic partnerships with industry leaders such as NVIDIA, IBM, and Intel, maintaining our technological edge.

Developed strategic frameworks for talent recruitment in collaboration with elite academic institutions

Orchestrated partial exit of AI divisions, leading to acquisition by a prominent Italian corporation.

WORK EXPERIENCE

Addfor Industriale • Turin, Piedmont, Italy • 08/2022 - Present
Strategic Technology Advisor
- In my capacity, I directed the strategic alignment and assimilation of our proprietary artificial intelligence competencies, with a particular emphasis on large language models and AI applications, within an established multinational framework.
- My contribution was crucial in optimizing our AI strengths to initiate transformative processes in the mass catering sector. I was at the forefront of conceptualizing and securing a patent for a sophisticated AI-enabled self-checkout system, thereby establishing new benchmarks for operational efficiency and enhancing customer interaction in the mass catering industry.
- My dedication was consistently aimed at the pragmatic deployment of AI, yielding measurable enhancements in business performance and pioneering advancements in technology.

Addfor S.p.A. • Turin, Piedmont, Italy • 01/2017 - Present
Founding Partner - Advisor & Co-Owner
- In August 2022, I transitioned into an advisory and oversight role within Addfor S.p.A., aligning with the company's strategic pivot towards specialized automotive applications.
- This new phase concentrates on the development of vehicle dynamics, simulations for high-performance and sports cars, and technologies tailored for motor competitions.

- As the company deepened its expertise in these verticals, I successfully orchestrated a partial exit through the divestiture of our Computer Vision, NLP, and LLM divisions. This segment of Addfor was acquired by a prominent corporation in the Italian market, recognized on the Italian stock exchange, a move that represents both the culmination of our growth in these areas and a testament to the innovative solutions we've brought to the industry.
- In my capacity as Advisor & Co-Owner, I remain dedicated to the company's vision and continue to leverage my experience to ensure that Addfor S.p.A. sustains its edge in the fast-evolving landscape of automotive technology.

Founding Partner, Co-Owner, Chief Technical Officer

- During my tenure as Chief Technical Officer at Addfor S.p.A., I was responsible for leading a team of adept professionals in delivering outstanding products and services to our clientele. My leadership was instrumental in steering the company through a phase of significant growth and technological advancement.
- 🔴 Strategic Partnerships and Academic Collaborations
- A key component of my role was the formation and management of strategic partnerships with leading industry players, including:
- ✅ Facilitating a landmark partnership with NVIDIA, positioning Addfor as the pioneering Italian recipient of the "DLI Instructor Certification Program."
- ✅ Cultivating a relationship with IBM Italy in 2017, which expanded our capabilities in the technical domain.
- ✅ Collaborating with Intel in 2018 to develop solutions utilizing Movidius technology for Edge applications.
- ✅ Enhancing our computational facilities in partnership with Lenovo in 2019.
- These partnerships not only advanced our technological footprint but also solidified our market presence as innovators in the application of Machine Learning and artificial intelligence.
- 🔴 Academic Engagement and Talent Acquisition
- I spearheaded initiatives to deepen our engagement with academic institutions, positioning Addfor as a top destination for new graduates in physics, engineering, and computer science. My proactive approach in this domain involved structuring agreements and setting the initial frameworks for development projects, which amplified our recruitment process and resulted in the assimilation of a highly skilled and educated workforce.
- The strategies implemented under my guidance have successfully attracted and developed top-tier talent, effectively enriching our team's professional prowess and enhancing our capacity to tackle industry challenges with innovative solutions.

Addfor s.r.l. • Turin, Piedmont, Italy • 07/2008 - 12/2016

Founder, Co-Owner, Chief Technical Officer, Strategic Talent Acquisition and Partnership Development

- Addfor s.r.l. Starts Growing UP !
- As a founder and the Chief Technical Officer of Addfor s.r.l., I steered the company's vision toward integrating Machine Learning technologies in the engineering sector. My tenure was characterized by dedicated leadership in advancing technical strategies and cultivating a culture of innovation to address the complex challenges of our clients.
- Strategic Talent Acquisition and Partnership Development

- I was pivotal in designing and executing a strategic talent acquisition framework, focusing on creating alliances with top academic institutions. These partnerships have been essential in drawing newly graduated talent and Ph.D. candidates to our team, fortifying our recruitment pipeline with high-caliber individuals, and ensuring a continual infusion of fresh expertise and cutting-edge ideas.
- Under my guidance, these collaborations not only enriched our workforce with top-tier graduates but also established Addfor s.r.l. as a sought-after destination for aspiring professionals keen on shaping the future of Machine Learning in engineering.

Founder, Co-Owner, Chief Technical Officer

- Early days of Addfor S.p.a. (formerly Addfor s.r.l.)
- As a founder and the Chief Technical Officer of Addfor s.r.l., I steered the company's vision toward the integration of Machine Learning technologies in the engineering sector. My tenure was characterized by a dedicated leadership in advancing technical strategies and cultivating a culture of innovation to address the complex challenges of our clients.

MathWorks • Turin, Piedmont, Italy • 09/2002 - 09/2011

Senior Application Engineer

- During my time at MathWorks, I was privileged to work hand-in-hand with premier Italian entities such as Eni, Saipem, Leonardo, Terna, Iveco, and Ferrari, providing them with sophisticated technical consulting and adoption strategies tailored to their unique operations.
- I engaged with pivotal aerospace and defense projects, contributing to organizations like MBDA, the experimental flight test wing Reparto Sperimentale di Volo Pratica di Mare, and CIRA (Centro Italiano Ricerche Aerospaziali), facilitating advanced research initiatives with cutting-edge software solutions.
- I also played a crucial role in the embryonic stages of MathWorks' Deep Learning Toolbox, participating in its transformation from a neural network-focused offering to a versatile tool for machine learning applications.
- Furthermore, I dedicated considerable effort towards cultivating relationships with academic institutions across Italy. My collaborative work with universities was instrumental in developing a robust skill network in computer vision, strengthening the synergy between academic learning and industry demands.
- This concerted effort not only fortified MathWorks' position as a pivotal development platform provider but also reinforced the company's commitment to advancing the state of computational technology across various critical sectors in Italy and beyond.

Application Engineer

- Commencing my tenure at MathWorks in September 2002 as an Application Engineer, I rapidly ascended to the role of Senior Application Engineer by 2004, reflective of my commitment to excellence and the drive to deliver complex solutions.

Teoresi Group • Turin, Piedmont, Italy • 11/2000 - 09/2002

Application Engineer

- In my role at Teoresi Group, I specialized in crafting sophisticated Matlab and Simulink models to address complex engineering challenges.
- My projects spanned a variety of sectors, including automotive, aerospace, and industrial equipment, where I provided simulation, control systems design, and signal processing solutions.
- My focus on delivering high-fidelity models ensured enhanced performance and efficiency for our clients' innovative projects.

- My technical proficiency was not only demonstrated through my adept use of Matlab and Simulink but also through my capability to integrate Stateflow for dynamic system modeling and event-driven control strategies.

Stampal SpA • 03/1997 - 11/2000

Production Manager

- By reporting to the Factory Manager I had full accountability for the manufacturing
- operations of the die casting business unit. The primary focus was to meet the production
- targets whilst meeting the quality and cost requirements. In the meantime I
- was also involved in evaluating the new investments in technologies and machinery.

Maintenance Engineering Manager

- As a Maintenance Engineering Manager at Stampal SpA, I upheld the vital responsibility of ensuring all plant operations, equipment, handling systems, and facilities—including a critical electric substation—met and exceeded the availability criteria established by the company.
- My stewardship extended to a dedicated team of eight maintenance professionals, whose proficiency and development I earnestly cultivated.
- A cornerstone of my role involved the seamless integration of new machinery, which demanded not only meticulous installation but also strategic involvement in the selection process of said equipment, ensuring alignment with our operational ethos and long-term objectives.
- Yet, perhaps my most pivotal contribution was the successful implementation of robust safety standards. This initiative was not merely about the introduction of protocols but was deeply rooted in cultural transformation. Through persistent effort, manifesting in countless meetings and strategic communications over many months, I spearheaded a paradigm shift towards an ingrained safety culture among the maintenance personnel.
- The culmination of this endeavor was not just in achieving a set of benchmarks, but in the lasting impact of heightened safety awareness and practices that became the new norm within our operations.

Process Technologist

- In my tenure as a Process Technologist at Stampal SpA, I spearheaded a meticulous evaluation of manufacturing processes, focusing on the intricate workings of high-pressure die-casting machines and aluminum alloy treatment.
- My strategic analysis of production output and quality data, utilizing the era's cutting-edge analytical tools, led to the identification of pivotal enhancement opportunities. Recognizing process instability as a critical concern, I was instrumental in orchestrating a comprehensive maintenance schedule, directly addressing the issues stemming from the aging machinery.
- This initiative not only extended the lifespan of our equipment but also revamped our operational protocols. The revamping of our die-casting machines, coupled with the strategic replacement of a key melting furnace and the integration of advanced robotics, culminated in a significant uptick in process stability and efficiency.
- Beyond the technical improvements, my commitment to fostering collaborative relationships with factory personnel. By cultivating a rapport grounded in mutual respect and understanding with the factory workers and shift managers, I contributed to a transformative change in our workplace atmosphere. The resultant more relaxed and productive environment not only elevated team morale but also became a cornerstone of our continuous improvement culture.

Aermacchi • Asmara, Maekel Region, Eritrea • 01/1996 - 12/1996

Aeronautical Technical Trainer and Engineer

- In the nascent stage of the Eritrean Air Force (ERAF), following the nation's stride towards independence, I held a dual role as an Aeronautical Engineer and Technical Trainer at the Asmara air base. Amidst a pivotal era, my expertise was instrumental in integrating the sophisticated Aermacchi MB-339C aircraft into the ERAF's burgeoning fleet.

- Leading a robust training initiative, I was charged with enriching ERAF ground engineers with comprehensive technical acumen concerning the new fleet addition. The successful culmination of this program fortified both the student pilots and maintainers with the essential skills to adeptly manage and sustain the Aermacchi MB-339C, marking a significant milestone in the Air Force's evolving journey.

- Collaborating with an eclectic ensemble of international instructors, including authorities from Mil Moscow Helicopter Plant and Valmet, we fostered a rich exchange of specialized knowledge and methodologies, which proved invaluable in the multifaceted development of our personnel.

- A distinct achievement of our mission was the acknowledgment received through official events under the aegis of the Italian embassy in Asmara, culminating in a personal introduction to the President of Eritrea, Isaias Afwerki. This accolade was a testament to the profound impact of our collaborative efforts.

- The training program's triumph was further underscored by requests from Aermacchi and the military officers at the Asmara base for our team to extend our engagement into the subsequent year, reflecting the program's exceptional outcome and the value we added to the ERAF's operational readiness.

- Despite these successes, my professional journey beckoned me back to Italy, driven by a desire to pursue further professional avenues and to dedicate time to familial ties. This decision marked a poignant close to a chapter filled with substantial professional achievements and personal growth.

Gap Year - Life is too short not to visit the world ! • The World • 01/1995 - 11/1995

Global Exploration and Personal Enrichment

- In 1995, I embarked on a year-long journey that took me from the vibrant streets of London to the dynamic vistas of Hong Kong, reveling in the city's unique blend of Eastern and Western cultures during its final year as a British territory.

- This was followed by an unforgettable adventure across New Zealand, where I embraced the spirit of independence and exploration, traversing the picturesque landscapes via hitchhiking for two and a half months.

- The adventure continued in Australia, where a shared sense of wanderlust and camaraderie led to the purchase of a 1972 Holden Kingswood. Alongside an English companion, I journeyed for three months through the diverse environments of New South Wales, Queensland, the Northern Territories, and Victoria. This expedition through Australia's heartlands was a deep dive into the sheer vastness and raw beauty of the continent.

- Seeking serenity, I ventured to Fiji, spending three weeks on an idyllic remote island, a respite from the world's hustle where time stood still amidst the tranquility of the Pacific.

- The final leg of my sabbatical brought me to the United States, where I immersed myself in the iconic landscapes and urban tapestry of California, Nevada, Arizona, and Utah, a contrasting follow-up to the peaceful isolation of Fiji.

- Returning to London before heading back to Turin, I reflected on a year marked not just by the sights seen, but by the perspectives gained and the introspection afforded by such a voyage. This gap year was more than a break; it was a life-affirming expedition that cultivated resilience, adaptability, and an enriched worldview that would inadvertently inform my professional ethos and approach in the years to come.

Politecnico di Torino • Turin, Piedmont, Italy • 09/1994 - 12/1994

Flight Simulation Software Engineer

- In a focused four-month tenure at Politecnico di Torino, I leveraged the expertise I gained from my thesis at Imperial College to advance the field of aeronautical simulation. I was tasked with the development of a trajectory optimization tool specifically designed for STOL aircraft, which was an extension of my prior work on flight simulators.
- I utilized MATLAB and Simulink for the creation of the core simulation environment, which allowed for the modeling and testing of take-off dynamics. My role involved writing and debugging code, developing algorithms, and ensuring the accurate representation of the physical take-off processes of Harrier aircraft on Italian Navy aircraft carriers.
- A significant part of this role was the integration of a custom genetic algorithm into the simulation software. This algorithm was critical in determining the most efficient take-off maneuvers, taking into account the unique constraints and capabilities of the Harrier jets.
- The technical highlight was the incorporation of neural network techniques into parts of the solver to improve the fidelity and performance of the simulations. The application of these AI-driven enhancements led to more accurate predictions and more efficient computations.
- The project culminated in the presentation of our findings at the AIAA conference in 1997, where the innovative approach to solving complex aeronautical problems through genetic algorithms and neural networks was well received.

EDUCATION

Laurea in Aeronautical Angineering

Politecnico di Torino • 09/1987 - 09/1994

Aeronautical Engineering

Laurea in Aeronautical Angineering

Imperial College London • 01/1994 - 07/1994

Flight Simulators

CERTIFICATIONS

2019 IBM Systems Technical University Speaker

IBM • 01/2020 - Present

PROJECTS

Meetup Machine Learning Italy

Addfor S.p.A. • 10/2014 - Present

This group is for connecting the Machine Learning community in Italy and, more locally, in Turin

and Milan. The Machine Learning technologies are growing rapidly and are producing amazing results in many different fields. The aim of the group is to keep-up with this rapid-paced development, to share ideas, experiences and to keep an eye on the most important tools and libraries. We aim not to focus only on models and algorithms but also on processes, implementation and production deployment of real-world applications. All skills and experiences are welcome!

New Technologies for Automotive Virtual Sensors

Addfor S.p.A. • 10/2014 - 10/2014

Show how MACHINE LEARNING is used to produce VIRTUAL SENSORS for Automotive. This presentation will be held at the 10th Annual Conference Intelligent Tires Technology 2014 21 - 23 October, 2014 - Best Western Schlossberg, Nürtingen - Germany

SKILLS

Aerospace Engineering, Convolutional Neural Networks (CNN), Deep Learning, Enjoy life, Genetic Algorithms, High Pressure Die Casting (HPDC), Large Language Models (LLM), LLMs, LMMs, Machine Learning, Matlab, Numerical Simulation, OpenAI Products, Problem Solving, Prompt Design, Python (Programming Language), Signal Processing, Simulations, Simulink, Stateflow