

## Contact

+39 349 5530596 (Mobile)  
piero@idini.tv

[www.linkedin.com/in/pierantonioidini](http://www.linkedin.com/in/pierantonioidini) (LinkedIn)  
[www.idini.tv](http://www.idini.tv) (Personal)  
[www.therepx.com](http://www.therepx.com) (Company)

## Top Skills

New Media  
Broadcast  
Television

## Languages

Italian (Native or Bilingual)  
English (Full Professional)

# Pierantonio Idini

Chief Operating Officer at REPX - The Reputation Exchange  
Italy

## Summary

Experienced in TMT business with a strong Media & Entertainment practice . Strong skills in digital and with a knack for operations improvement. Helping TMT startups to become structured, organized and scalable entities.

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## Experience

The Reputation Exchange REPX  
Chief Operating Officer  
October 2019 - Present (1 year)  
London, United Kingdom

REPX, a UK-based company, is offering innovative technology services to create a "reputation marketplace" that valorizes the reputation of celebrities, sports personalities and brands, while safeguarding digital identity, promoting community and encouraging fun interaction among people that share the same passion. REPX offers a range of fintech products including electronic payment systems and online trading products.

ANFESI MEDIA  
Senior Executive Partner  
February 2011 - Present (9 years 8 months)  
Milan Area, Italy

With a unique approach to media content, capital and structure, ANFESI MEDIA plan the future of your business for effective growth and development. Our network spans three continents and consists of TMT experts and financial institutions, gathering market intelligence across industry sectors and with strong reputation for having connections with high calibre executives in highly strategic positions.

Industria Creativa  
Co-Founder & Advisor  
January 2014 - Present (6 years 9 months)  
Milan Area, Italy

Industria Creativa it's a creative agency focused on delivering the best web and video creativity , making our customers able to leverage their web presence in a way meant to sell.

## GBTIMES

6 years 1 month

Exec VP & COO

February 2012 - January 2018 (6 years)

Tampere, London, Beijing

Board Member with responsibilities over operations as COO. I oversee the expansion and transformation of gbtimes from provider of radio programming to a Full Media Company . We operate in 18 EMEA Nations. I'm directly involved in the strategies and in their implementation.

Chairman of the Board

January 2012 - December 2017 (6 years)

Milano

CEO of the Italian branch of GBTIMES OY the holding company. We broadcast over Milan and Rome with two FM stations carrying the brand "Radio Globale"

## BSC SA

Indipendent Consultant

June 2008 - June 2011 (3 years 1 month)

Involved in a variety of consulting projects aimed to fulfill the knowledge needs of international broadcasters

## EBD Group Spa

Business Development Consultant

January 2006 - June 2011 (5 years 6 months)

I was Advisor of the Company, active in Broadcasting Services , over new digital business models, enabling their planned transformation from service provider to digital content provider

## Trinity Broadcasting Network

Consultant on European Operations

January 1991 - January 2010 (19 years 1 month)

Since the early times I've helped to organize the opening and the expansion of the then Italian, now European branch of the American Christian Network TBN.

I worked both in Italy and US organizing a California Corporation, fully owned by me, as vehicle for dealings regarding TBN and other media business. For this reason I've a deep knowledge of corporate, legal and tax matters regarding the interchange issues affecting media business between US and Europe.

#### Wind

##### Strategy Consultant

May 2006 - July 2008 (2 years 3 months)

Advising the Manager in charge of Strategy & Development about trends and market opportunities in the VAS channels and on Mobile Television

#### Montecarlo Sat

##### COO

March 2003 - October 2005 (2 years 8 months)

Chief Operating Officer reporting to President & CEO I was involved in the early phase of acquisition of the Company, conducting the due diligence and preparing detailed operating business plans for the start-up phase of the television station.

Since the early phase, operating plans reflected the CEO strategic vision of a media conglomerate with cross-platform contents aimed at different viewership targets, as detailed below:

- \* General DTH platform plan
- \* Study for a Good News channel
- \* Study for the integration in MC Sat of a pan-european broadcaster with entertainment content
- \* Overseeing a team developing content ideas, preparing program schedules and pre-producing media.

#### I.R. GROUP INT'L inc.

##### President

August 1992 - December 2002 (10 years 5 months)

With the main activity focused in the television production and right management, my company, IR GROUP INTERNATIONAL inc. was located in downtown Los Angeles, serving mainly the interchange business of tv rights between Italy and US and assisting my dealings with TBN

#### G.B.R.

##### General Manager

March 1993 - February 1995 (2 years)

Managing director, appointed with the duty of restructuring and selling the company, operating a Television Station in Rome, then with 150 employees. The restructuring of the Company was made with hard work, new tv programs launching new talents (Simona Ventura, Marco Liorni, Monica Leofreddi), reducing payroll count to 70 and restructuring all the debts. Every aspect was my responsibility and the station regained in 1994 the #1 place in Rome's ratings. After two years I've succeeded, selling the Company to the American Network, my client on consulting, TBN.

#### LINK UP srl

##### General Manager

February 1988 - September 1990 (2 years 8 months)

Shareholder and director, I've built from scratch tv studios, keep operating the company producing tv programs for national broadcasters, working also as Executive Producer for then important tv programs made for Rai and for Fininvest like Bellezze al Bagno, La Macchina della Verità, Don Tonino, gaining a deep knowledge in the television production process and establishing connections with key people in the show-business.

#### Polivideo SA

##### Assistant Producer - Producer

May 1984 - August 1987 (3 years 4 months)

Assistant producer, organizing tv shooting for entertainment, sport and news events.

I've also had the duty to act as Executive Account Representative for the european on-field production of the American network ABC realizing as Junior Producer events like the Reagan-Gorbachev summit in Geneva 1985, Ski World Cup telecasts and many Von Karajan's performance videos.

#### Antenna tre Lombardia

##### HF dept. Manager

November 1977 - May 1984 (6 years 7 months)

My career starts as Junior Cameraman, in Antennatre, the first real Italian regional television, with state of the art broadcast equipment, ending to Manager of the high frequency department, overseeing signal expansion, antennas, transmitters, microwave links and legal issues on channel and site licensing.

This was a new sector in the italian business landscape, unregulated and pervaded by a pioneer's spirit.

I can say to have had in my youth an exceptional and challenging opportunity of professional growth in a completely new sector, experience that taught me to fully open my mind to innovations and disrupting technologies.

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## Education

Politecnico di Milano

Ingegneria · (1979 - 1985)

Liceo Scientifico

· (1974 - 1979)