

CURRICULUM VITAE

Salvatore Vacante

Innovation Manager · Technical Consultant · Fractional CTO

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PROFESSIONAL PROFILE

Independent entrepreneur and consultant working across Italy, Germany and the United Kingdom. More than fifteen years of full-stack development and technical leadership, a company founded and taken to three markets, and the operating experience that comes with it: product, sales, logistics, trademarks. Today I work with SMEs, startups and law firms on the valuation of intangible assets and the related expert documentation, on innovation and process automation, and as a part-time technical lead. The operating experience is what makes the first possible: valuing a domain or a platform means reading its traffic, the market it operates in and the value of the sign that identifies it.

PROFESSIONAL EXPERIENCE

2014 – present	Independent consultant — Innovation Manager, technical consultant, fractional CTO <i>svacant.com — Catania, Italy</i> - Technical valuation reports on domain names and intangible assets under the International Valuation Standards. - Artificial intelligence automations and agents applied to business processes. - Part-time technical leadership for SMEs and startups; technical support to law firms on intellectual property. - Assisted a client in responding to the USPTO's genericness objection against the MULTIWATTS mark (multiwatts.com). - Recent engagements: technical report supporting a construction company's application for digitalisation funding; digitalising the service of a time-bank association; advising a Turin-based automotive design company on filing its registered designs. References available on request.
2018 – present	Founder and managing director <i>Shoppi UG — Berlin · Shoppi Ltd — London · Shoppi Inc. — Delaware, United States</i> - Conceived and built the Shoppi platform for payments and online selling; led a team of four developers across front-end, back-end, Android and iOS. - Products published and maintained on the App Store and Google Play (Shoppi GO and Shoppi POS, contactless payments and Stripe integration). - Group trademark portfolio: SHOPPI, SHOPPI GO and SHOPPI PAY filed with the USPTO; EU figurative mark SHOPPI, co-owned since 2017. - Group domain portfolio: directly negotiated the purchase of shoppi.com.br; recovered shoppi.fr from a speculative registration; ran UDRP and URS proceedings in person. - Defence of the group's trademarks: intervener in Case T-222/21 before the General Court of the European Union, closed on 12 October 2022 with the dismissal of Shopify Inc.'s action; related proceedings before the EUIPO and the USPTO/TTAB, coordinating more than six lawyers across three jurisdictions.
2025 – present	Chief Technology Officer <i>Digital Rent S.r.l. — Catania, Italy</i> - Technical lead for the rental software platform: releasing and maintaining the stable version, developing experimental features. - Organising technical resources and managing customer support.
2014 – 2021	Asset management consultant <i>Shop Auto S.a.s. di Rossi Piero & C. — Italy</i> Real estate transactions and management of a family estate; selling through e-commerce channels; legal and paralegal matters.
2018 – 2021	Community organiser <i>Berlin Retail & eCommerce Meetup — Berlin, Germany</i> - Created and hosted the series “The Truth about eCommerce”, held at WeWork in Berlin. - E-commerce master classes delivered in English and Italian, with an average rating of 5.0 out of 5. - Organised a meetup on the future of retail in San Francisco, where “Experience This — Episode 17: Is The Future Of Retail Offline Vs Online?” was recorded live (February 2019).

2011 – present	Founder and director <i>SavelGo Ltd, Shoppi Ltd since 2017 — London, United Kingdom</i> – Created the SavelGo brand and its hardware product line; retail sales in physical shops in Italy and through e-commerce channels. – International operations and logistics: Czech Republic, China, Germany, United Kingdom and United States. – Since 2017 the company has operated as Shoppi Ltd within the group.
2008 – 2013	Earlier experience <i>Software development and project management</i> – Senior developer for international clients on Freelancer.com (2011–2013); technical internship at Studio Tecnico Ing. Spadaro, Brescia (2009–2010); project manager at Clovertech Sagl, Manno, Switzerland (2008); junior PHP and JavaScript developer at Figma S.r.l., Turin (2008).

EDUCATION AND TRAINING

2007 – 2010	Computer Science studies <i>University of Catania — Italy</i>
2001 – 2007	Upper secondary school diploma — electronics and telecommunications <i>Liceo Enrico Fermi — Italy</i>
Programmes	Business acceleration programmes <i>IBM Global Entrepreneur · Oracle Startup Cloud · Google for Entrepreneurs · Startup Grind</i>

SKILLS

Valuation and IP	– Valuation of domain names and intangible assets: market approach on comparable transactions, income approach, cost approach; reports written under the International Valuation Standards. – Collecting and verifying traffic data in Google Analytics 4 and equivalent tools, cross-checking the sources. – Trademarks, distinctive signs and domain names: negotiating domain purchases and recoveries, UDRP and URS proceedings handled in person, filings with the USPTO and EUIPO; co-owner of the EU mark “Shoppi” and owner of the mark “savelgo”.
Technology	– Full-stack development and cloud architecture; databases; payment system integration. – Design and deployment of automations and agents built on language models. – Leading development teams: front-end, back-end, Android and iOS.
Business	– Founding and running companies in Italy, Germany, the United Kingdom and the United States; relations with partners and investors. – Sales and marketing: building sales networks, CRM management, brand creation and positioning. – International operations and logistics with couriers and corporate accounts; selling through e-commerce and retail channels.
Languages	Italian — native English — C2: used daily in professional settings and in international proceedings German — B1: years of residence and business activity in Berlin

ADDITIONAL INFORMATION

Publications	“Digital Food” by Anna Bruno, Dario Flaccovio Editore, 2020: contributed the chapter on delivery. Articles in Italian and English on trademarks, competition and digital commerce, including an analysis of the Shopify v Shoppi case — medium.com/@svacant . Coverage of the SavelGo project in trade press (iSpazio, 2016) and international releases (PRWeb, 2013).
Public speaking	Speaker at SMAU Milan 2019 with the talk “The Truth about eCommerce”; hosted meetups and master classes in Berlin; attended events and conferences in London, Warsaw, Rome, New York and San Francisco.
Recognition	GreenMindAI Catania Hackathon 2025: the Briller.AI project (team Marie Curie), an IoT and artificial intelligence platform for waste collection, was one of the three awarded projects.