
ANTONIO ULLOA SEVERINO - COUNCILOR



BORN IN RUVO DI PUGLIA (BA) IN 1957

Degree in Computer Science at University of Bari, he acquires the status of scientific researcher with a three-year training course at the CSATA (Centre for Studies and Advanced Applications Technologies) of Bari.

From 1983 to 1984 he worked in Paris at EUROSOFT, a software development company, by participating in the French national project (DIANE) to develop an authoring system for creating multimedia training courses.

From 1985 to 1996 he was hired as a researcher in TECNOPOLIS, the first Italian science park operating in the advanced industrial applications in the field of Information Technology. Here he becomes Head of the Business Unit on services and multimedia applications.

In 1997 he founded the company Grifo Multimedia which it has become, over the years, a national market leader in e-learning and gamification. The company counts among its customers major industrial groups and large public organizations. He is currently Chairman of the Board and Chief Executive Officer of Grifo.

He was consultant to the European Commission for the evaluation of research and development projects in the area of multimedia telematics services and for the definition of guidelines to support the European initiative called "*Task Force Multimedia Educational Software*".

He is the author of several scientific publications and co-author of the book "*Design and Production of Multimedia and Simulation based Training Material*", Kluwer Academic Publishers, The Netherlands.