

Luca Santoro

AI & DIGITAL TRANSFORMATION LEADER

Generative & agentic AI from concept to production · Enterprise transformation at scale · Regulated environments
Lausanne region, Switzerland · +41 78 625 6488 · luca@lucasantoro.com · linkedin.com/in/luca-santoro-70
Italian citizen (EU) · Swiss Permit C · Italian native · English C2 · French C2 · Spanish B2 · Open to Director-and-up mandates ·
CH / EU / remote · travel up to 100%



SELECTED RESULTS

- Built and shipped a **production agentic-AI system** — 35+ orchestrated specialist agents with human-in-the-loop governance — live on recurring revenue, delivering a full business function at **>90% below the cost of one senior hire**.
- Scaled a delivery organisation **from 3 to 120 people** in months; led engineering groups of **~350** across Europe on technology portfolios of **CHF 100–300M**.
- Cut a flagship programme's losses by **50%** by designing a new 54-specialist development-centre model, and founded the internal academy that developed its engineers and leaders.
- Grew a stalled 3-person account to **~10M EUR within one year**, winning the worldwide rollout **against Accenture**.
- Led a **regulated medical-technology group** (~8,000 devices/year) through operational rebuild and a 12-month due diligence to **acquisition by Swiss Post**.

PROFILE

Technology executive with 30 years taking complex solutions from concept to enterprise-scale production, now building generative and agentic AI hands-on. Deep professional-services background partnering with senior business and technology leaders on transformation and operating models, combined with direct experience of regulated environments including healthcare and medical devices. Builds delivery frameworks, engineering standards and high-performing teams, and defends business impact and investment cases at board level.

EDUCATION & EXECUTIVE CREDENTIALS

- **Generative AI for Business** — IMD (2024) · **Leading Business Digital Transformation** — IMD (2022)
- **Board Director Academy** — EPFL · **Launching Breakthrough Technologies** — HarvardX
- **PMP (PMI)** · Python for Data Science · Scrum · Design Thinking · eTOM · CMMI
- **Diploma, Computer Science applied to Industry & Robotics** — ITIS B. Focaccia. Final project: an autonomous robot for which I designed the PC-to-robot interface board and wrote both the game AI and the control drivers — the start of a 30-year line into agentic systems.

CORE EXPERTISE

- **Applied AI delivery** : Generative AI & agentic systems in production · Workflow automation & intelligent process redesign · Evaluation frameworks, guardrails, human-in-the-loop
- **Engineering standards & scale** : Delivery frameworks, reusable services & accelerators · Integration into enterprise platforms & data environments · Reliability, security, maintainability, adoption
- **Regulated & healthcare environments** : Clinical SaaS adopted by Swiss clinics · Medical devices & hospital sterilization operations · Compliance, data protection (nLPD/GDPR), risk governance
- **Leadership & executive influence** : Professional-services leadership across three continents · Organisational development, governance, leader development · Board & C-suite communication, investment cases

PROFESSIONAL EXPERIENCE

Founder — Applied AI

2025 – present

AI-Fi · MarKomX (production GenAI SaaS) — Switzerland

- Took an agentic AI product from zero to production: 35+ specialist agents orchestrated under a coordinating director-agent, with human-in-the-loop review, brand and compliance gating on every output, Swiss-hosted and nLPD-compliant.
- Designed the evaluation framework, guardrails, reusable service tiers and integration patterns that let the system scale without per-output supervision; defined the commercial model and go-to-market. Live on recurring revenue.

Co-Founder & CTO

2022 – present

LuSoftware — enterprise software & AI solutions

- Partners with executives to translate business priorities into deployable AI and automation — architecture, data pipelines, build-versus-buy decisions, integration into existing enterprise platforms, and delivery through to sustained adoption.
- Advises owners and boards on technology investment, scalability, security and risk.

CFO & Head of Operations

2020 – 2022

Groupe Marcel Blanc — medical devices & hospital sterilization (acquired by Swiss Post)

- Executive lead for a regulated medical-technology group installing and maintaining ~8,000 devices per year across Switzerland; took ownership of finance, operations, IT, technical services and customer care.
- Rebuilt processes, systems and governance, executed a bolt-on acquisition for national coverage, and led a 12-month negotiation and due diligence that lifted valuation above the acquirer's standard method through to completion (March 2022).

Co-Founder & CIO

2018 – 2020

Resot.Care — clinical SaaS platform

- Designed the architecture and personally built the back-end of a configurable platform optimising operating-room utilisation and smoothing patient admission; adopted by multiple Swiss clinics including Clinique La Prairie. Share exit in 2020.

Chief Strategy Officer / Deputy CEO

2016 – 2018

Amodus — telecom infrastructure (CH, DE, BE, PT)

- Re-engineered the operating model and built the BPM and analytical-accounting systems; created procurement; won a 13M public tender with Huawei and grew contract value from 12M to 18M per year; defined the IoT technology strategy.

Board Member & Advisor

2018 – 2022

Komp-Act — EPFL deep-tech robotics spin-off

- Defined go-to-market and commercialisation strategy for industrial actuators derived from EPFL research; coached the CEO on strategy, partnerships and pricing.

EARLIER CAREER — TECHNOLOGY & DELIVERY LEADERSHIP

Professional Services Director, Southern EMEA

2001 – 2004

Digiquant

- Built a Southern-EMEA professional-services organisation from scratch (Rome, Madrid, Athens), serving customers in ~15 countries and delivering 40+ platform transformations; devised a start-up package that cut implementation to 3–6 weeks and opened new markets.

Development Centre Director

2004 – 2005

Capgemini (ex Ernst & Young), Telecom Media & Network

- Directed a 54-specialist Advanced Development Centre; founded an internal academy to develop engineers and leaders; cut a flagship programme's losses by 50% and secured multi-million contracts with TIM, Vodafone and BT.

Technical Director & Program Director

2005 – 2010

Axen — programs for Orange Switzerland

- Led the Project Management Competence Centre and complex bids; Program Director for three landmark Swiss launches — prepaid mobile, the first MVNO, and iPhone 3/4 billing.

Client Delivery Manager

1998 – 2001

Electronic Data Systems (EDS)

- Delivered a \$30M greenfield telco programme, scaling the team from 3 to 120 across ten functions and doubling turnover in a year (EDS "Champion of Growth"); contributed to a ~\$150M UMTS start-up, designing the system, network and datacenter architecture.

Senior Systems/Network Architect & Software Development Manager

1991 – 1998

Digital Equipment

- UNIX, cluster and network architect for telecom, university and banking sectors; delivered a server farm for Telecom Italia and built the first Windows-based banking solution.

MANDATES, EXPERTISE & ENGAGEMENT

- C-level mandates held across the career: CTO · CIO · CFO · COO · Chief Strategy Officer / Deputy CEO · Chairman & Investment Director · non-executive board member (deep-tech).
- Zero-to-one: founded and scaled multiple ventures, including an investment vehicle that tripled in three years and two software products taken from concept to paying customers.
- Cybersecurity expert for the Italian police telecommunications department during computer-crime investigations; court-appointed expert witness in criminal trials.
- Volunteer: restructured a loss-making sports section to profitability and from worst in Switzerland to two national gold medals.