

ENRICO PANDIAN
CURRICULUM VITAE

I was born in 1980, but my "entrepreneurial" adventure started in February 2001, with the creation of www.matura.it, a website dedicated to high school students close to their graduation exam.

The project was created as a game and without any business model behind it, but in a few months it starts to attract a good number of visitors and in June of the same year reach 30,000 registered users.

In 2002 I decided to make the site a paid database for teaching materials for students who were approaching their graduation exam. I created the IdeaManager s.a.s. and in 2003 I reach 27,000 paying customers (115,000 registered users at the site).

At the end of 2003 I formed Idea Manager srl. As the sole partner, in Idea Manager srl I combined web activities (www.matura.it and the new www.110elode.it) and a new editorial activity (this time paperback): *CREAM magazine*. *CREAM* was a free press distributed free of charge in the number of 100,000 copies in the top schools of 45 Italian cities.

In 2004 after "only" 8 *CREAM* releases the first positive result with a profit margin of 20% per release. Our advertisers being Tim, Adidas, Twix Masterfoods, Carrera Jeans, Bologna University, Bolzano University, European Institute of Design, Aquolina (just to mention the big spender).

Since September 2005 a new free-press, this time dedicated to university students: "UNIVERSITY Cream", distributed in 130,000 copies in 45 Italian universities.

2006: Cream passes 200,000 copies and a new spread also online via pdf that is sent monthly to Matura.it users. Matura.it advertising is entrusted to Studenti Media Group s.p.a.

2007: Cream and University are sold to Students Media Group spa. I start my career as a consultant, especially for Free-Press.

2007: Matura.it is sold to A&A Communications sas

Since 2008 I do not update my profile LinkedIn.