

**NAME:** Rita

**SURENAME:** Barriera

**ORGANIZATION:** Naica SC

**WEB:** <http://naicasc.com>

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## EDUCATION

- **Master's degree in Management Engineering (in course)**  
(Department of Innovation Engineering -University of Salento, Lecce)
- **Bachelor's Degree in Industrial Engineering**  
(Department of Innovation Engineering -University of Salento, Lecce)

## AREA OF EXPERTISE

- Business Model and Innovation Management
- Project Management
- Business Strategy

## BRIEF BIO

Graduated in Industrial Engineering at the University of Salento in 2017, from 2018, she continued her studies following the master's degree in Management Engineering. From 2018, she is associate of Naica SC and her research is focused on the analysis of technological solutions, in the area of Machine Learning and Artificial Intelligence, suitable for supporting and measuring business performance.

Main activities are: research and analysis of the requirements; drafting of Business Plans; project development and management; Business Model Canvas development; studies and research on innovation and entrepreneurship; training courses in corporate strategy for high school students.

## KITFEM WORK PACKAGE

- WORK PACKAGE no. 6

