

KM2025 Conference
Pre-Conference Industry Day
Wednesday, 25 June 2025
University of Siena, Italy

Themes: Knowledge Management, Cybersecurity, Learning, and Information Technology
<https://iiakm.org/conference/>

Program

Wednesday – 25 June 2025 – Pre-Conference Industry Day - With the theme "Innovation and Knowledge Management in the Motorsport Industry" All sessions will take place at the University of Siena - University Complex San Niccolò (in Google Maps - via: located at Via Roma, 56, 53100 Siena SI, Italy) – Room: Auditorium Aula A-B – First Floor	
8:30 – 10:00	Registration
9:00 – 9:30	Industry Day Opening and Welcoming Remarks IIAKM President: Prof. Dr. Yair Levy, Nova Southeastern University, Florida, USA Conference Co-Chairs: Prof. Alessandro Mecocci, University of Siena, Italy Prof. Sandro Bartolini, University of Siena, Italy Industry Day and Local Chairs: Riccardo Paterni, RPM Motorsport Industry Network, Italy Stefano Scapecchi, ISACA Milan Chapter – Board member, Italy
9:30 – 9:50	Session Chair: Stefano Scapecchi Invited Keynote – “Preparing for the Era of AI Regulation” – Jeff Angle, Sr. Director of Academic and Workforce Development - ISACA – https://isaca.org/
9:50 – 10:10	Session Chair: Stefano Scapecchi Invited Talk – “The Motorsport Industry as a Unique Powerhouse of Consistent Innovation and Knowledge Transfer” – Riccardo Paterni, Vice President Business Development – RPM (Italian Motorsport Network) – https://www.rpm-italia.org/
10:10 – 10:30	Session Chair: Riccardo Paterni Invited Talk – “Pushing the Limits: Supercapacitor Innovation in Motorsport and Beyond” – Alessandro Fabbri, Chief Product Officer – Novac – https://www.novacsupercap.com/
10:30 – 11:00	Coffee Break (Corridor near Auditorium 101)
11:00 – 11:20	Session Chair: Riccardo Paterni Invited Talk – “The Rise of AI Edge in Motorsport” – Luca Buscherini, Sales Director – System Electronics – https://www.systemelectronics.com/
11:20 – 11:40	Session Chair: Riccardo Paterni Invited Talk - “Enhancing Human Performance: Innovation and Knowledge Transfer From Motorsport to High-Performance Organizational Settings” - Lorenzo Baldassarri, Co-founder and Method Creator at MindUP Enhancement Psychology®, Italy – https://www.mindup.live/index.php?lang=en
11:40 – 12:00	Session Chair: Riccardo Paterni Invited Talk – “Knowledge Transfer in Automotive and Motorsport: Empowering Gender Inclusion” – Laura Tancredi, President Automotive Women Association, Italy – https://automotivewomenassociation.com/
12:00 – 12:20	Session Chair: Riccardo Paterni Invited Talk – “Technology Transfer in Motorsport” – Samit Satish Naik, International Business Development Consultant - Synergy Pathways and BCCI Member- Mumbai, India – https://www.synergypathways.net/

12:20 – 12:40	Session Chair: Riccardo Paterni Invited Talk – “From Track to Screen... and Back Again: The Two-Way Street of Motorsport and Sim Racing” – Emanuele Canova, Lead Designer - Cube Controls – https://www.cubecontrols.com/
12:40 – 13:00	Session Chair: Stefano Scapecchi Invited Talk – “Cybersecurity in motorsport and automotive: Protecting performance and data in the Digital Era” – Omar Morando, Director - Technology Consulting - Cybersecurity OT, Ernst & Young (EY) Advisory, Italy – https://www.ey.com/
13:00 – 14:00	Lunch Break (Courtyard)
14:00 – 14:20	Session Chair: Stefano Scapecchi Invited Talk – “Software Engineering in the Automotive Industry: Car Mass Market and Motorsport” – Luca Cecati, Technology Audit – Stellantis, Italy – https://stellantis.com/
14:20 – 14:40	Industry Day Recognitions – Prof. Dr. Yair Levy, Nova Southeastern University, Florida, USA
14:40 – 15:00	Industry Day Closing Remarks – Riccardo Paterni and Stefano Scapecchi
15:00 – 17:00	Networking Break
17:00 – 17:45	Workshop – “F(AI): Using AI to Beat FAI (Fear of Appearing Incompetent) in a Classroom” - Dr. Julita Haber, Fordham University, USA, and Dr. Christiaan Maasdorp, Stellenbosch University, South Africa
17:45 – 18:00	Networking Break
18:00 – 20:00	Welcome Reception - Courtyard - University of Siena - University Complex San Niccolò

Ver 9 – 10 June 2025