



## Carlo Usai

**Nationality:** Italian | **Website:** <https://www.clentech.eu/> | **LinkedIn:** <https://www.linkedin.com/in/carlo-usai-98499b1aa/>

### ● ABOUT ME

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I am CEO and Cofounder of CLENTECH SRL, Spinoff of the University of Cagliari and CEO of ICARUS SRL. I graduated at LIUC University with a Master in Entrepreneurship and Innovation where I was student representative. I specialised with a master's degree in business sustainability management from Cambridge University and certifications in finance and market analysis from Stevens University in New York. I have three years of management experience in social media marketing as co-founder and CMO of Unconventional.

### ● WORK EXPERIENCE

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09/02/2020 – CURRENT  
**CEO - CLENTECH**

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I am in charge of the management and strategic organisation of my startup. Determining short, medium and long-term objectives.

Clentech (Clean Environmental Technology) offers innovative materials for protection and safeguard of environment in building sector and not only. Business' core consists in exploitation of an international patent that allows creation of a photocatalytic compound that degrades pollutants, mold, bacteria, viruses by receiving light. Innovation lies in use of both UV rays and LED light to sanitize air and environments.

Clentech involves direct relationships and agreements with companies in the sustainable building sector and direct sales of our first product that we have designed: Claint, the only photocatalytic paint active in the visible light spectrum.

15/02/2023 – CURRENT Naples , Italy  
**CEO**

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I am in charge of strategic and operational business planning for the company Icarus of which I am COO and co-founder.

Icarus is an innovative start-up in the digital healthcare sector for the evaluation of disease propensity through the genetic study of patients using artificial intelligence.

2015 – 2018  
**CMO - CO-FOUNDER - UNCONVENTIONAL CAGLIARI**

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Social media marketing company, aimed at the organisation and creation of events aimed at promoting small and medium-sized enterprises.  
I took care of the social media marketing part. Specifically strategic planning

### ● EDUCATION AND TRAINING

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**BACHELOR OF ECONOMICS** University of Cagliari

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2019 – 2021  
**MASTER DEGREE ENTREPRENEURSHIP AND INNOVATION** LIUC - Università Carlo Cattaneo

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Master in Entrepreneurship and Innovation. In partnership with Harvard Business School and the MOC (Microeconomics of Competitiveness) Network at the Institute for Strategy and Competitiveness. I had the

role of student representative of the university. I dealt with issues related to teaching, organisational aspects and covid issues.

**Final grade** 110 | **Thesis** Startup and sustainability in the italian ecosystem

2020

**BUSINESS SUSTAINABILITY MANAGEMENT** University of Cambridge - Cambridge Institute for Sustainability Leadership

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Highly specialized management formation on environmental sustainability. Drafting of business sustainability plans and study of business processes.

Proactive role formation for sustainable business change at Cambridge Institute for Sustainability Leadership

2022 New York, Italy

**PYTHON, FINANCE, AND BLOOMBERG COURSE** Stevens Institute of Technology of New York

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## ● **LANGUAGE SKILLS**

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Mother tongue(s): **ITALIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## ● **DIGITAL SKILLS**

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Microsoft office(WordExcel Powerpoint Outlook) | Wordpress - Basic Knowledge | Excellent Knowledge of Canva | Very good knowledge of MS Office (Outlook Word PowerPoint Excel) | google scholar | Social media communicator | Buona padronanza e utilizzo dei Social Media (Facebook Twitter Instagram) | Google advertising | environmental sustainability | Sustainable Practises | project management | Sustainable Development