



**PRIX ITALIA 2016**  
*Curriculum Vitae of Jury Member*



NAME AND SURNAME  
COUNTRY  
ORGANISATION  
TITLE  
JURY

**ANDREA BORGNINO**  
**ITALY**  
**RAI - RADIOTELEVISIONE ITALIANA**  
**RADIO RAI - INTERNATIONAL MARKETING**  
**WEB**

Journalist, author and radio host. He has made several programs for RAI Radio 3 dedicated to the world of radio broadcasting. He worked at the Gr Rai, as author of the program on Golem . In 2009 New Media Manager at the EBU office in Geneva. He published the book "Pirate Radio" (Persiani Editori 2010). Since October 2010, he has been responsible for new webradio channels of RAI radio. Every Thursday on Radio 3 gives the news of the world of radio on the radio show "Interferenze".



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**EZRA EEMAN**  
**BELGIUM**  
**VRT – VLAAMSE RADIO EN TELEVISIEOMROEP**  
**HEAD OF VRT START-UP**  
**WEB**

Ezra Eeman is head of VRT Start-Up, a digital innovation lab at the Flemish public broadcast company VRT. He is also the founder of Journalism Tools, a Twitter and Pinterest-based service that has curated thousands of different tools for journalists. In 2012, Ezra Eeman received a Fulbright scholarship to investigate the changing media landscape at the City University of New York. There he specialized in the latest technologies and platforms. He studied, amongst others, mobile video, data visualization and multimedia storytelling. Ezra Eeman is a Certified Advanced Google Researcher, a member of the Guardian Media Network and The Knight Mozilla Open News Organization.



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NAME AND SURNAME

**MARK HENNESSY**

COUNTRY

**IRELAND**

ORGANISATION

**RTÉ – TEILIFÍS ÉIREANN**

TITLE

**HEAD OF DESIGN AND USER EXPERIENCE - RTE  
DIGITAL**

JURY

**WEB**

Mark Hennessy is the head of design and user experience with RTÉ Digital a division of RTÉ Ireland's state broadcaster. He leads the digital design team focused on designing for digital distribution, digital product and brand development. The core work of digital is on web, app, digital display and VOD services. "Our design team work closely with content creators and product owners to develop and improve content delivery, digital storytelling and product development. Our focus is to promote the role of design and creativity throughout the organisation and to use design to create great users experiences and increase audience engagement with our content".



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**MARCUS HERBERT**  
**UNITED KINGDOM**  
**BBC – BRITISH BROADCASTING CORPORATION**  
**HEAD OF ONLINE**  
**WEB**

Marcus is responsible for BBC Scotland's non-news and sport online output, including social media, digital innovation, and learning content such as Bitesize and iWonder. He works closely with partners inside and outside the BBC to explore ways in which the BBC can use digital platforms to meet changing audience needs. Previously he has worked as a commissioning editor and executive producer in science, responsible for award-winning programmes such as Afterlife – the strange science of decay and Planet Ant, for BBC4, and Supermarket Secrets for BBC1. His background is in current affairs: he was assistant editor on Newsnight and he worked for several years as a foreign news producer in Washington and Moscow. In 2010, he spent a year as a Knight Journalism Fellow at Stanford University, where he explored the impact of digital technology on factual TV.



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NAME AND SURNAME	<b>ALEXANDR PICHA</b>
COUNTRY	<b>CZECH REPUBLIC</b>
ORGANISATION	<b>CZCR - CZECH RADIO</b>
TITLE	<b>NEW MEDIA DIRECTOR</b>
JURY	<b>WEB</b>

Alexandr Pícha (1961) is the Director of the Czech Radio New Media Department. He started to work at the New Media Department in 2010. His strategy is maximum support for radio programs and multimedialization. The New Media Department builds and ensures websites, applications, streaming, mobile platforms, video production and is involved in most Czech Radio projects. He started his carrier in the newsroom, later he worked as a parliamentary reporter and then as a foreign correspondent in the United States. In his later position of the director of Czech Radio 1, he transformed it into a news and current-affairs radio station. He also started the Czech Radio digital broadcasting project. Alexandr Pícha interrupted his radio career only once – after the split of Czechoslovakia in 1993 he left to Slovakia for one year to work as the foreign correspondent for the Czech Television.



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**NAME AND SURNAME**

**KARE VEDDING POULSEN**

**COUNTRY**

**DENMARK**

**ORGANISATION**

**DR - DANMARKS RADIO**

**TITLE**

**CROSSMEDIA EXECUTIVE PRODUCER - DR  
CULTURE**

**JURY**

**WEB**

Kåre Vedding Poulsen works in DR, Denmark, as Crossmedia Executive Producer in the Culture Department. He has an extensive experience in TV- and in radio & web production and has worked in DR since 1997. His teams have won the Prix Europe for the transmedia project 'Fantastic Stories' 2007, the Prix Italia for the transmedia project 'Build it up' in 2014 and The Prix Radio 2015 (DK) for the transmedia project 'Next Stop Home'. Kåre has a Master of Arts in Literature and Film and recently finished an Executive MBA at Copenhagen Business School.