Filippo Zanotti

AI consultant for SMEs

FZ

I build AI systems that save hours of work and bring in customers. I proved them first in my own business, with my own money.

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Ferrara, Italy · working across Italy and Switzerland, mostly remotely

IN SHORT

Who I am

Digital entrepreneur since 1995: internet provider, websites, advertising networks, web agency, online shops. Since 2015 I have run customer acquisition for a family business, one of Italy's largest breeding businesses; since 2025 I have built with AI the systems that keep it running.

What I do

I bring AI into everyday work: staff, customers, online advertising, documents. I find where it pays off, build the system, put it to work with your people and measure the result.

For whom

Owners and managers of SMEs with 10 to 250 people. Agencies and software houses that need a senior for their clients' AI projects.

THE NUMBERS

1995
building businesses on the internet

€400,000
approx. of Google Ads managed since 2015 in my business

−38%
cost per lead on one brand with a new landing page

Every day
staff attendance recorded with a WhatsApp message

WHAT I DO

What I can do for your company

Staff and organisation

Attendance, absences, daily tasks, messages to employees, today scattered across chats and spreadsheets.

DONE
The employee writes "in" on WhatsApp and attendance is recorded.

Customers and online advertising

Google Ads analysed every day with AI, landing pages that convert, every lead tracked.

DONE
Cost per lead −38% on one brand.

Documents, websites and software

Quotes, contracts, catalogues, reports: AI prepares and checks, a person approves.

DONE
Contracts with 4 signatures on a tablet; catalogue cut from 1,109 to 607 products.

RESULTS

Results, with the numbers

Staff attendance via WhatsApp

Before: attendance in a WhatsApp group, hours counted by hand. After: the employee writes, the system records, the administrator checks.

In daily use since 3/9/2026 · 36,054 messages analysed · ≈6,000 automated tests

Google Ads and landing pages

Before: campaigns run by hand. After: a new landing page; every day AI analyses and proposes, changes go live only after approval.

Cost per lead from €10.7-14.2 to €7.4-8.1 (−38%) · €400,000 managed since 2015 · 42 landing pages

Websites, online shop and digital contracts

Before: fragile sites, a messy catalogue, paper contracts. After: a custom multi-brand platform, a clean catalogue, signatures on a tablet.

1,109 → 607 products · 4 signatures per contract · backup and roll-back on every update

A system that runs on its own, 24/7

A research software lab on market data, running unattended; no update without my go-ahead. No real money.

10 services on a server since 13/9/2026 · 3,830 automated tests · 55 controlled updates

Systems built for my family business and my own projects. Names and brands are not public: I show them live.

HOW I WORK

How we work together

1

Assessment

2-3 weeks · fixed price

Three possible projects, with costs, timing and expected return. If AI is not worth it, I tell you.

2

Build

6-10 weeks · fixed price

The first system built, tested with its users and put live. The code is yours.

3

Ongoing support

1-2 days a week · monthly

Fractional head of AI: systems, suppliers, new ideas. A monthly report.

For agencies and software houses: I work on your clients' projects, white-label if you prefer.

Why me

The person you talk to builds
No hand-off to a junior.

I know how to run a business
Thirty years of my own companies: I think in euros.

I show you real systems
They already run in my business.

You always decide
AI proposes, a person approves, then we measure.

My path

1995	Artcom, one of the first internet providers in Ferrara
2000	cercamici.it and friendsfinder.net: 210,864 visits in May 2001
2003	Mediaplan srl, web agency and software house in Ferrara
2005	pepos.net: 3,105 member sites, 226 million ad impressions
2010s	Giustopeso srl: weight-loss centres, multi-store software
2015	Family business: about €400,000 of Google Ads
2016	DOJI STAR d.o.o., IT consulting
2025	AI systems in daily use

Let's talk

Write two lines: the problem, how many people it involves, what you want to achieve. Donka Krasic (client relations, Bocconi graduate) replies within one business day and books a 20-minute call with me. Italian native, conversational English.

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