



Dr. John Malatesta

CEO and President, Codewise

John Malatesta is the CEO and President of Codewise, the industry's first provider of AI-powered online ad measurement and management solutions for digital marketers, recognized by the Financial Times and Deloitte as one of the fastest-growing companies in Europe.

A Doctor of Economics, a forum member of the World Economic Forum, a business member of the European Internet Forum and a member of the Forbes Agency Council, John Malatesta is an internationally recognized executive with 22 years of business management experience in the software industry, where he held multiple senior leadership roles at IBM, Accenture, Sun Microsystems, Oracle, Kaspersky Lab, Schneider Electric and Socialbakers

John has built his professional foundations at Lou Gerstner's IBM starting in the mid-90s, when the software and hardware direct business models were being developed. Following the successful creation of multi-billion-dollar revenue growth engines and of ROI-efficient Go-to-Market and coverage models for software, John has developed a reputation that won him progressively growing global executive positions in SMEs and in Fortune 500 companies. Additionally, during his professional journey, John had the honor to work with and learn from industry-leading executives, like Zack Urlocker (co-founder of MySQL and co-enabler of 3 SaaS multi-billion exits), thanks to whom John has solidified a unique knowledge of SaaS business growth models and of operational excellence frameworks.

John Malatesta has received his Doctor of Economics degree from the University of Pavia in Italy where he formed the core of his academic education. John is married and is a father of two young daughters. He has a deep passion for Mathematics, Physics, Latin and ancient Greek.



Founded in 2011, Codewise is the industry's first provider of AI-powered online ad measurement and management solutions for digital marketers. In 2017 and 2018, Codewise was recognized as one of the fastest-growing technology companies in Europe, according to the Financial Times, Statista and Deloitte. Codewise's solutions help thousands of businesses in 190 countries track, measure and optimize billions of dollars of advertising spend, boosting their efficiency and ROI. Codewise is currently tracking over \$2.5 billion of digital ad spending for some of the world's largest brands and ad agencies, including \$400 million of ad spend on Facebook. Learn more at [codewise.com](https://www.codewise.com).