

LUCA FREGOSO

Developer Programs & Content Lead · Technical Presales

La Spezia, Italy (open to full remote)

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PROFILE

Developer-programs and technical-content leader who turns vague intentions into concrete, deliverable outcomes — on a conference agenda or across a boardroom table. I currently own end-to-end content and speaker curation for Codemotion's European conferences, evaluating ~600 proposals per edition across Rome, Madrid and Milan to shape ~90-session agendas for audiences of 2,000–3,000 developers per event. I also lead technical presales: I sit with enterprise clients, define the technical solution, and turn what sales promises into something that can actually be built and shipped.

My edge is 15 years as a full-stack developer behind a non-developer role: I read and judge technical content as a peer, talk to speakers and clients on their level, and know what matters to a technical audience — fluency most content and program roles lack. I am equally comfortable building a program from zero (I created a technical academy that trained ~200 people) and running a mature one with international committees and repeatable processes. Bilingual (Italian/English), experienced MC on European stages, remote-native.

CORE STRENGTHS

Developer Program Management · Technical Presales & Solution Definition · Content & Speaker Curation (CFP) · Education Program Design · Public Speaking & MC · International Committee Coordination · Enterprise Client Engagement · Process Design & Scaling · Technical Fluency (15 yrs dev background) · Stakeholder Management

PROFESSIONAL EXPERIENCE

Head of Content | Codemotion

Jun 2024 – Present

Own content strategy, speaker curation and technical presales for one of Europe's largest developer-conference platforms (Italy, Spain, wider EU). Remote.

- **Technical presales — solution lead:** sit directly with enterprise clients to define the technical solution, translating high-level sales commitments into concrete, deliverable scope; sales attribute much of the resulting technical value to this work.
- **End-to-end program curation:** evaluate ~600 talk proposals per edition and shape ~90-session agendas (~15% acceptance rate) for Codemotion conferences in Rome, Madrid and Milan (2024–2025).
- **Full agenda orchestration:** blend ~90 CFP-selected talks, ~30 curated sponsor sessions and ~20 direct speaker invitations into a coherent program per edition.
- **Audience reach:** programs serve ~2,000 developers per day (~3,000 over two-day editions) across three European cities each season.
- **International committees:** coordinate cross-border program committees to safeguard content quality, relevance and balance.
- **On stage:** MC and moderator at major European tech events (DevFest, Cloud Day, AI Conf, Web Day) and host of private enterprise client events.
- **Process & thought leadership:** built repeatable content-evaluation and committee workflows; author on Codemotion Magazine (Kubernetes, sustainable tech, programming languages, dev culture).

Dev Talent Partner | Codemotion

Jan 2023 – Jun 2024

Connected developers with career opportunities and helped companies define their technical talent needs.

- **Developer relations:** ran in-depth needs analysis with developers, mapping career goals, skills and growth aspirations to tailored guidance.
- **Two-sided matching:** built relationships with companies' technical representatives and matched skilled developers to the right opportunities.
- **Outcome:** built deep, transferable insight into developer motivations and career paths, and a strong network across the European tech ecosystem.

Academy Manager / Project Manager / Team Leader | HRM Group

Jan 2020 – Jan 2023

Led technical education programs for an IT consulting company. Milan.

- **Built an academy from zero:** designed and ran training for incoming talent and internal upskilling, growing it into a recognized reference point and training ~200 people.
- **End-to-end ownership:** drove programs from needs assessment through curriculum design to delivery, partnering with Area Managers to close skill gaps.
- **Team development:** coordinated dev teams, mentored resources, ran code reviews, and kept the offering current with emerging tech trends.
- **Institutional relationships:** fostered ties with educational institutions, students and professionals; contributed to e-commerce analysis, design and development.

Founder & Technical Lead | S2K

Jan 2009 – Present (occasional / advisory since 2023)

Founded and grew a software agency focused on bespoke web, mobile and e-commerce solutions.

- **Client & delivery leadership:** managed client relationships, functional analysis and project delivery across multiple e-commerce platforms.
- **Network orchestration:** coordinated a network of collaborators to deliver brand identity, web marketing, SEO and social integrations alongside custom software.

Earlier technical roles | DODICITRENTA · SIGEST

2005 – 2011

- **Full-Stack Developer & Web Team Lead** — led web development teams (internet & intranet, open-source stacks), managing projects from analysis to deployment and coordinating teams as project manager.

EDUCATION & LANGUAGES

Master in Multimedia Communication, Social Media & Digital — UP Level School of Management, Milan (2008–2009). Adobe Expert Certified.

Applied Computer Science coursework — Polo Universitario G. Marconi, La Spezia (2005–2007). Diploma in Computer Science, I.T.I.S. Capellini (92/100).

Languages: Italian (native) · English (fluent) · French (basic). Cambridge PET (B1), Pass with Merit.