



RODOLFO BELCASTRO

Corporate Affairs & Strategic Communications Executive
Reputation Strategy | Public Affairs | Institutional Relations

CONTACT

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Milan & Rome, Italy

EDUCATION

Degree in Philosophy (full marks)
Degree in Communication (full marks)
University of Palermo

Master's Degree in Journalism
From Journalism School accredited
by the Italian National Order of
Journalists (ODG)

SKILLS

- Strategic Communications
- Public Affairs
- Reputation Strategy
- Business Development
- Stakeholder Engagement
- Crisis Communication
- Executive Positioning
- Media Strategy
- ESG Communication

PROFESSIONAL SUMMARY

Senior executive with over 20 years of experience in corporate affairs, strategic communications, reputation management and institutional relations across complex corporate and public-sector environments.

Trusted advisor to CEOs, boards and senior leadership on corporate positioning, stakeholder engagement and high-impact communication strategies in highly regulated and internationally visible organizations.

Recognized for shaping corporate narratives during periods of transformation, strengthening institutional credibility and managing complex reputation environments involving governments, regulators, investors and media.

Former journalist with a deep understanding of media dynamics, public discourse and policy environments, currently serving in executive and advisory roles across technology, venture capital and strategic consulting while focusing on senior leadership roles in corporate affairs, communications and reputation strategy.

Speaker at international conferences and business schools on strategic communications, public affairs and corporate reputation.

PROFESSIONAL EXPERIENCES

Vice President

Strategic Communications, Public Affairs & Business Development Europe
Odysight.ai | 2025 – Present

- Leads strategic communications, institutional relations and corporate positioning across European markets for a Nasdaq-listed technology company specializing in AI-driven predictive maintenance.
- Advises executive leadership on reputation strategy, stakeholder engagement and international positioning within the European innovation and industrial ecosystem.
- Develops partnerships with institutional stakeholders, aerospace and defense industry leaders and policy communities across Europe.
- Supports corporate visibility, investor engagement and business development initiatives aimed at expanding the company's European footprint.

Executive Advisor

Una Terra Venture Capital Fund | Sept 2024 – Present

- Provides strategic advisory to leadership on corporate identity, communications, and public affairs strategy.
- Supports positioning of ESG innovation initiatives aligned with global sustainability priorities.
- Advises on stakeholder engagement, institutional relations, and media visibility.
- Contributes to strategic positioning of sustainable investment initiatives in European markets.

HONORS

Knight of the Order of Merit of the Italian Republic
(Cavaliere dell'Ordine al Merito della Repubblica Italiana) – 2022

SELECTED MEDIA FEATURES

Featured in international media on corporate reputation, strategic communications and institutional positioning.

The World's Times

“Reshaping Brand Identity with Rodolfo Belcastro”

<https://www.theworldstimes.com/inter-views/reshaping-brand-identity-with-rodolfo-belcastro/>

Fortune Italia

“La sostenibilità come motore di crescita e competitività”

<https://www.fortuneita.com/2025/04/18/la-sostenibilita-come-motore-di-crescita-e-competitivita/>

The UK Times

“Driving Italy’s Global Image Forward”

<https://www.theuktimes.co.uk/interviews/rodolfo-belcastro-shaping-italys-global-identity-strategic-communication-as-a-catalyst-for-change/>

PERSONAL INTERESTS

Outside his professional activity, Rodolfo Belcastro maintains a strong interest in philosophy and literature, reflecting his academic background and a lifelong curiosity for ideas and public discourse.

A former rugby player, he values the sport’s culture of discipline, teamwork and mutual respect, principles that also inform his approach to leadership.

Chief Corporate Identity & Communications Officer

SACE Group | May 2019 – July 2024

- Led corporate communications and brand strategy during a major organizational transformation.
- Directed the organization’s corporate positioning and communication strategy during a major institutional transformation, achieving 100% of brand repositioning KPIs.
- Managed crisis communication protecting corporate reputation during complex institutional and market environments.
- Directed CEO positioning and media engagement, elevating executive visibility within the financial sector.
- Oversaw internal communications, employer branding, and stakeholder engagement initiatives.

Head of Reputation Management

Cassa Depositi e Prestiti | Feb 2015 – Feb 2018

- Led reputation strategy and media relations for one of Italy’s key financial institutions.
- Managed national and international communication initiatives.
- Strengthened relationships with media, policymakers, and financial stakeholders.
- Developed executive visibility and thought leadership strategies.

Media Relations Manager

ANAS | 2007 – 2016

- Directed media relations and corporate communication for Italy’s national road network.
- Managed communication during major infrastructure projects and crisis situations.
- Strengthened institutional credibility through strategic communication initiatives.

Journalist

ANSA | 2004 – 2007

- Reported on economic policy, telecommunications, and national political developments.
- Produced investigative and analytical reporting on financial and regulatory issues.

Head of External Relations – Sicily

Compagnia Italiana Turismo | 2000 – 2004

- Managed institutional relations and communication initiatives for regional operations.
- Developed partnerships with public authorities and tourism industry stakeholders.

SELECTED INSTITUTIONAL ENGAGEMENTS

- Advised senior executives and institutional leaders on strategic communication and reputation management within complex regulatory and political environment.
- Engaged with government institutions, policymakers, financial organizations and industry leaders on issues related to corporate positioning, public affairs and institutional credibility.
- Supported leadership teams in navigating high-visibility communication environments involving regulators, national media and international stakeholders.
- Contributed to the strategic positioning of organizations operating across finance, infrastructure, technology and international markets.