

## Guido Meardi Biography

Co-founder and CEO of V-Nova, a tech company dedicated to improving data, video, imaging, and point-cloud compression. Its technologies have been granted international standard status by MPEG, ISO and SMPTE. Guido contributed to the foundational development work for V-Nova's core technology and most of its latest developments as an inventor of its 400+ active patents.

A former senior Partner at McKinsey, Guido was head of the Organization and Operations Practices of the Mediterranean Complex, where he led transformational projects across the globe and was instrumental in setting up some of McKinsey's own innovation-related business-building activities.

Guido holds an MBA from MIT Sloan, where he was a Siebel Scholar, and an M.Sc. in Computer Engineering from Politecnico di Milano, where he was an Intel scholar, and the University of Texas at Austin.