**How did you start your career?**
It just happened organically. LogoGrab started as my Master Thesis project. After keeping the idea on the side for 2 years, in 2014 we closed a seed funding round to officially start the business.

**Why did you choose a career at LogoGrab?**
It was just a natural evolution. I’ve always enjoyed working on personal projects and building products. LogoGrab was the opportunity to do what I love in a space I was particularly fascinated by at the time: image recognition.

**What is your current role/duties?**
I focus on revenue and strategy, while executing basic administration activities (we are a small team of 15 people).

**In your opinion, what are the qualities necessary for a successful career at LogoGrab?**
At LogoGrab we believe that everyone in equally fundamental in building our future. Cultural traits that define us as a team are passion for excellence, creativity, transparency and data driven decisions.

**What are USI’s positive features and qualities?**
Like every educational institution, USI plays a fundamental role in the development of tomorrow’s society. Personally, I’ve always appreciated USI’s openness to diversity and celebration of creativity.

**What competences and/or skills acquired in your USI Study Program have been useful/are useful to your professional career?**
While at USI I had the opportunity to study the core structures and frameworks required to build scalable organizations focused on long-term success. Being focused on strategy, revenue and administration, these play a key role in my daily work.

**What is your advice to USI students entering the job market?**
Focus on doing what you love, and you will be successful no matter what.

**Working @ LogoGrab?**
http://www.logograb.com