

UNIVERSITÀ DEGLI STUDI DI NAPOLI FEDERICO II

**PhD PROGRAM IN INFORMATION AND COMMUNICATION TECHNOLOGY FOR HEALTH
(ICTH)**

Seminar announcement

Thursday 19 February 2026, Time: 11:30 - 12:30

**Room “Seminari – Ex Softel”,
Floor 1, Building 3, DIETI - Via Claudio, 21 – NAPOLI**



dr. Nico de Corato

Visionary Entrepreneur, Ultra Marathon Runner, Sport Journalist, Content Creator, Free Zone Consultant

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Bridging Engineering, Sport, and Innovation Through Communication

Abstract: This seminar is addressed to PhD students in engineering and aims to share a professional and personal journey developed outside traditional engineering environments. Starting from the experience of working as an engineer in Dubai, the talk explores how core engineering principles—such as systems thinking, problem decomposition, performance optimization, and data-driven decision making—can be effectively applied in unconventional domains, with a particular focus on sport. Through real-life examples, the seminar highlights how communication acts as a critical

bridge between engineering, athletic performance, and innovation, enabling the transfer of structured methodologies into contexts driven by human factors, uncertainty, and rapid feedback. The discussion emphasizes the value of an engineering mindset beyond technical boundaries, showing how adaptability, abstraction, and analytical thinking can generate impact in multidisciplinary and non-academic settings. The seminar encourages PhD students to reflect on alternative career paths and to consider engineering as a transferable way of thinking, capable of creating value across diverse and unexpected fields.

Lecturer short bio: *In addition to owning several companies in the United Arab Emirates (UAE) - primarily consulting - and in addition to being an investor in various fields, Nico de Corato is also a professional speaker, video content creator (especially for his YouTube channel), and contributor to numerous magazines (in the UAE, the United States, and Italy). He has a degree in Telecommunications Engineering and can boast over 20 years of experience in the following areas: consulting, web communications, video production, and general content creation. He's also very keen of sports, being an ultramarathon runner, triathlete, and have a background in martial arts: this passion has led him to produce various content for several Italian TV networks (RAI, Mediaset, SkySport, Cielo).*

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