



 **UNITED KINGDOM**

 +44 7808 059618

 [carmelo.macasaddu@demandai.co](mailto:carmelo.macasaddu@demandai.co)

[www.demandai.net](http://www.demandai.net)



**Unify Data. Ignite Demand. Deliver Outcomes.**

Demand AI brings together advanced AI and real-world lead gen expertise to help businesses transform messy data into measurable growth — all with zero disruption and full transparency.

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# CARMELO MACASADDU

**SVP, GLOBAL PROGRAMS**

With more than 30 years of experience across enterprise products, global operations, and transformation initiatives, Carmelo Macasaddu brings deep expertise in program leadership, product strategy, and operational execution. He has a proven track record of scaling complex, mission-critical programs that deliver measurable customer and business impact.