

## VareseNews

### “Work? I found it with nails”

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For everyone he is "the technician", and today with Andrea they cannot without. He has become a fundamental piece of the company. Words like "community manager", "information technology", "content management" don't find place, even if in this reality this young man carries out these activities.

**It's a nice story Andrea Barbieri's.** Straight after graduating from the **Technical Institute Keynes of Gazzada** he was contacted by the **company Bosj of Vedano Olona**.

"We needed someone that would take care of the computer science part", Francesca Trentin explains, **holder of the company**, "and therefore we contacted the school. Two curriculum arrived, after an interview, we hired Andrea. With him we made a real change, because we are from another generation and we have mistrusts and misgivings over the internet. With his enthusiasm and his suggestions led us to rethink many things".

From **the website** to **social networks** the step has been relatively short. "I realised that they had nothing on Facebook", explains Andrea, "and so I proposed to create a page.

Today we are at nearly five thousand fans and Bosj couldn't be without this service anymore".

It's so true that Francesca confirms that she has just hired a girl to follow the social networks and forums.

"She is one of the four people under 23 and this has given a strong impulse to the change of our company. There is a different climate because these workers are together, they work together, and they infect the others. Andrea has been indeed very important because with him we understood how we could not remain anymore outside this crazy world of Internet. Our customers use it a lot and are frequent commenters and moderators of industry forums. Not being there meant a large loss".

**Andrea is 21 years old and works part time with a project contract** ("We have already renewed it because a worker like this, we would be fools to lose" says Francesca). He is enrolled in the second year of Computer Science **in the University of Insubria**. His personal passions are photography and football.

"From a professional point of view", he tells us with enthusiasm, **"I am attracted to everything which is new and interacts with the customer**. I am happy that my things are used by others and, **for now, money doesn't interest me, but that what I do is useful to people"**.

Andrea's story is emblematic, and could be an example for many companies.

"All companies that have a relationship with customers, of whatever type, must work on the social networks. To explain it so suffice it to say that every question can be given a reply also in real time too. And this today is indeed important".

From a simple redesign of a web page, the Bosj company launched a small revolution and Andrea is the protagonist despite his young age.

Redazione VareseNews  
redazione@varesenews.it