

From Italy to New York: When Italian Innovation Transforms Human Capital into Global Value

The story of WH and its founder Davide De Lucis, between the vision of an innovative Italy and the challenge of a New York that does not give discounts.



Davide De Lucis, founder of WH

New York doesn't welcome: it tests. It watches you as you walk among the skyscrapers that reflect your image in the glass like mirrors of possibility. It's there that you understand if you're ready to face the challenges of your dreams.

For WH and its founder Davide De Lucis, that test lasted three months. Three months to understand if what he and his team were building in Italy could truly compete globally. Meetings, tests, challenges, and a fast-paced schedule in the city where consistency is everything.

"New York represents dreams and challenges," says De Lucis. "You feel small, yet part of something immense. It forces you to ask yourself how much you're willing to risk for what you believe in."

WH was born from an Italian dream based on vision and resilience: offering people the opportunity to choose and be chosen, without filters, prejudices, or boundaries. To be valued for who they truly are—skills, ambitions, desires, and authenticity.

Italy, however, is not an easy terrain for innovators. Small and medium-sized businesses, the weight of tradition, and the cultural slowness of change are challenges that shape more than any business plan. "If you can do it in Italy, you can do it anywhere," explains Davide De Lucis. "It's like laying a solid foundation: you need it when you decide to build something that can also hold up overseas."

From those foundations was born Whp.AI, the artificial intelligence platform developed by WH to revolutionize human resources management. The system analyzes CVs, LinkedIn profiles, personnel records, and HR software, translating data into skills and strategic insights for selecting, training, and optimizing teams. With WH, algorithms don't replace HR: they multiply its potential.

"We wanted the opposite of what usually happens," explains De Lucis. "Not an American innovation arriving in Italy, but an Italian innovation capable of arriving in America."

In 2024, WH began its early adoption phase in the US market, thanks to a partnership with eMazzanti Technologies, an ICT company in Hoboken, New Jersey, repeatedly recognized as the #1 Managed IT Service Provider in New York City. The initiative was born within a European Commission business exchange program.

"We are delighted to collaborate with WH to push the boundaries of artificial intelligence," said Carl Mazzanti, president of eMazzanti Technologies. "Solutions like Whp.AI help us stay at the forefront and offer customers cutting-edge technologies."



The eMazzanti team celebrates the opening of the new office with a ribbon-cutting ceremony, September 2025.

After this phase, WH adapted the platform to the global market, starting commercialization in Italy.

From his first American experience, connections and recognition were born. In 2025, Davide De Lucis returned to New York as part of the Lazio Region delegation, selected to showcase the excellence of Italian innovation at the NIAF – National Italian American Foundation.



Philip Germano, founder of Buonquillo

Today WH, in collaboration with Buonquillo – a strategic communication firm in Turin founded by Italian-New Yorker Philip Germano – participates in the Global Intelligence Program for Universities, a project that brings together universities and businesses on the issues of AI ethics and the future of work.

Students at Loyola Marymount University in Los Angeles, led by Professor Ingrid S. Greene, are working with WH on a plan to expand into the U.S. market.

"We chose WH for its human vision of innovation," explains Philip Germano. "Its message reflects Italian excellence: creative, ethical, and capable of connecting empathy and business. Whp.AI is not just software, but a strategic ally for human capital management."

From Italy to the world

Today, WH collaborates with companies in the large-scale retail, automotive, aviation, metallurgical, ICT, services, oil & gas, and real estate sectors. It received an Honorable Mention from Unindustria for "best product and service innovation" and is a Microsoft partner: the Whp.AI platform is distributed globally on the B2B Microsoft Marketplace.

Companies that adopt WH HR Intelligence solutions see an average 30% increase in productivity and 65% savings in time and costs compared to traditional processes.

Supported by the Puglia Region, the Polytechnic University of Bari and Nextàmina, a Permanent Capital and Advisory boutique, WH continues to grow by anticipating and interpreting the needs of businesses.

Between the noises of Manhattan and the walks in Hoboken, Davide De Lucis understood that dreams become reality when shared.

WH today is that sharing: an Italian dream that has learned to speak the world's language. A bridge between people and technology, between Italy and the United States, between what we are and what we can become thanks to artificial intelligence.

Because New York doesn't give discounts.

But to those who believe in their dreams and work to make them come true, everything comes back — multiplied.