

“ Our professionalism and
expertise at your service ”





About Us



Lubea is a Rome-based consultancy company. Established in 2017, the company operates across the Telco and ICT markets, offering specialised consulting services and developing innovative solutions.



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Profile

Lubea delivers value by helping customers transform and optimise their internal processes.

Our services span the Telco and ICT industries, drawing on our expertise and experience in IoT and Digital Transformation project management. This is also achieved through strategic partnerships with industry leaders.

"Our Stance"





Our Mission

Lubea's mission revolves around consolidating and expanding emerging expertise in key target markets - Telco and ICT. We focus closely on innovative trends and ensure top-tier efficiency in delivery.

Our clients are at the heart of everything we do: we provide end-to-end solutions and leverage partnerships with external partners to maximise service efficiency

"Our Expertise"

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Our Vision

We strive to become a benchmark for customers seeking to drive value through innovation and growth. Our ultimate goal is to build an ever-stronger reputation and standing in the market by pursuing the same growth and development strategies we have embraced since the company's establishment.

"Our Reputation"



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Our Values

Lubea instils in its employees and collaborators the company's core values, upon which our business strategy is built and which shape the future for both our customers and partners.

Our Values

Transparency
Integrity
Neutrality
Efficiency
Entrepreneurship



Team

Our teams offer proven professionalism and skill in their fields of expertise. Our consultants' extensive experience means they have the know-how to manage the projects they take on, from defining requirements right through to the delivery and acceptance of services. What binds us together is our sense of teamwork and our common goal of ensuring the utmost satisfaction for our clients.



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Giuseppe Mura

CEO

Founder and CEO of LUBEA, Giuseppe Mura holds a degree in Telecommunications Engineering from the University of Cagliari. Having worked for over 25 years in the Telco industry as a business partner for multiple companies, both in Italy and abroad, he has contributed to strengthening and developing their market presence in the Telco, Information Technology and Digitalisation industries. He founded LUBEA in 2017. He is known for his remarkable interpersonal and sales skills, which enabled him to forge trust-based and transparent relationships with both employees and clients.

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Marianna Pacifico

Talent Acquisition Specialist & HR Manager

Marianna joined LUBEA in 2023, bringing with her a wealth of consolidated experience in headhunting, recruitment and staff training. With almost twenty years' experience in the industry, she delivers expertise, professionalism and efficient cross-functional human resources management skills to the company. Having become the company's lead for quality certification processes, she has taken on an increasingly strategic role within the company's internal selection, recruitment, training and appraisal activities. She has worked in complex and diverse organisations like Intesa Sanpaolo in the banking industry, as well as in IT and finance, giving her a systematic and proactive approach to her job, providing real value to the company.



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Giorgio Tamagnini

Governance & Management

Giorgio has a substantial track record in network design services thanks to his work with world-class clients such as VODAFONE and ZTE. His professional expertise is a real asset to our company. His project management and organisational skills have earned him the respect of clients and partners alike.

At LUBEA, he manages innovative network deployment projects for clients such as ERICSSON, ZTE, INWIT, FASTWEB, FiberCop and Open Fiber; as the company's COO through 2025, he has ensured consistently top-quality management and delivery standards. In 2026, he took on the role of Head of Governance & Management.



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Elisa Mura-Beynon

Budget & Cost Controller - Administration & Logistic

Elisa brought her international experience to LUBEA, having worked for international companies such as British American Tobacco (BAT) across France, Romania and the UK. Her decade of experience in managing economics, budgets and logistics on an international scale has proved invaluable to LUBEA. She handles all matters relating to supplier management, invoicing, authorisation, logistics organisation and the company's procurement. Her outstanding social and communication skills, combined with the remarkable commitment she has always demonstrated, have made her an essential team member for LUBEA and a key figure for all staff.



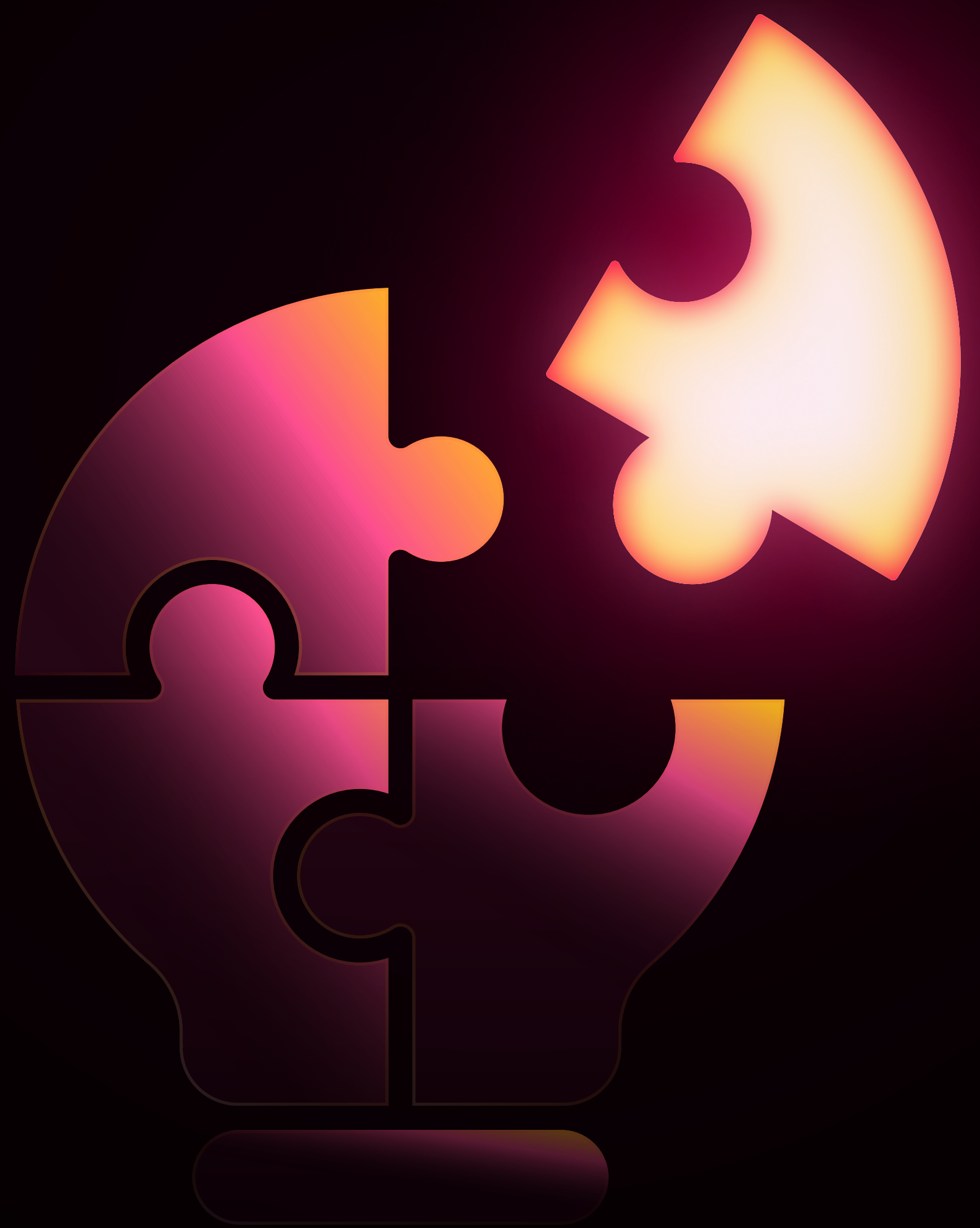
Certifications





We don't just consult
we deliver solutions

Our services



Design and Infrastructure

Procurement, design, filing for and securing planning permission, and end-to-end management of new wireless (5G) and fibre-optic (FTTH) network rollouts

Network Engineering

Mobile communications technologies (4G/5G/FWA) and infrastructure design.

Network performance KPIs and analysis.

Wireless network planning, design, integration and optimisation.

Governance

Contract SLA coordination, management, and oversight.

Coordination, monitoring, auditing and optimisation of project-related processes.

Reporting and Risk Management.

Energy

Consultancy services for projects in renewables, engineering, and energy transition.

Site monitoring and oversight of the installation and execution of routine and non-routine maintenance on photovoltaic systems (LV/MV), as well as repowering and revamping of existing systems.

Railway

Structural design using AutoCAD and BIM.

Progress monitoring of works and installations, including efficiency checks on maintenance activities by tracking infrastructure quality parameters.

Defence

5G/LTE radio station design, including antenna and SDR radio equipment integration, along with TETRA systems.



our path...

Here's how it all started

2017-2019

We launched our initial consulting services for ZTE and, shortly thereafter, partnered with Ericsson to develop W3's 4G network across the whole country. In that year alone, revenue grew 150% year-on-year. In 2019, revenue increased by a further 50% and we invested in diversifying the business, expanding our sales offer to foreign markets as well. We became ISO 9001:2015 certified.

A story of resilience

2020-2021

The Covid-19 pandemic hit our business particularly hard. We bucked the trend by growing and expanding our range of services, diversifying and investing in new fields. In 2021, we created the Optic Fibre Business Unit in addition to the Mobile Business Unit. We consolidated our consulting business and began investing in professional services around designing wireless and optic-fibre network infrastructure. Despite the prolonged public health emergency throughout most of 2021, we reported 42% year-on-year growth in turnover. We became ISO 14001:2015 and ISO 45001:2018 certified.

Consolidating our market positioning

2022-2025

We broadened our service portfolio by securing new major clients such as Fastweb, INWIT, Sirti and Site, whilst stepping up our involvement with Open Fiber/FiberCop through new strategic partnerships. Our growth and increasingly influential position in the Telco market earned the attention of leading media outlets (Il Sole 24 Ore), business organisations (Confindustria) and government institutions such as the Ministry of the Interior, the Ministry of Economy and Finance, and the Ministry of Defence. They all recognised Lubea as a benchmark business model for SMEs in Italy. We became SA8000 certified for corporate social responsibility.

Charting a new course under a new brand

2026...

From the second half of 2025 onwards, we embarked on a journey to evolve our brand in line with our new course. With an ever more mature, well-defined business identity, we are pursuing growth and consolidation. We are ready for this new venture, driven by our decision to expand our range of services across the Energy, Railways and Defence sectors.

The best is yet to come...



Company Business & Data



Business areas

Consultancy (67% of turnover)

Professional Services - Radio
(21.4% of turnover)

Professional Services Fibra
Optica (11,6% of turnover)

Employees

2023: 49

2024: 61

2025: 67

Turnover

2023: €2.621.537,00

2024: €2.927.067,00

2025: €3.215.562,00

Our Value

Why choose LUBEA?

LUBEA's goal is to deliver expertise and innovative solutions. Our services drive value for our customers through careful planning and project delivery. Project outputs are quality-checked by our managers before customer handover.

Company policies are designed to ensure that our services are consistently reliable and efficient, with a view to strengthening existing partnerships whilst building credibility and a solid reputation within our target market.

Financial stability
and growth

Our Expertise

Independence and
neutrality

Project design

Transparency and
reliability

Innovation



Commercial options

Flexible and modular solutions tailored to our customers' needs

Our primary goal is to provide highly specialised consultancy and services that meet our partners' expectations.

Everything is underpinned by a range of commercial offerings that include flexible and modular pricing options that cater to our clients' procurement requirements.

All-inclusive rates

Task-based quotes

Integrated quotes

Daily-rate quotes

Service-based quotes

Turnkey quotes





Registered office and premises

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Website

lubea.it

Office locations

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