

Guido Baraglia

Space economy advisor · Founder, Baraglia Space

Guido Baraglia is a space economy advisor and the founder of Baraglia Space. In 38 years he has gone from ground station to boardroom: 21 years in satellite operations at Telespazio and Eutelsat, eleven building markets for satellite monitoring and interference protection at Kratos, and five leading Aerospace and the Space Economy for EMEA at Amazon Web Services. He helps leaders, investors and founders turn space capabilities into commercial results.

38+
years in satellite communications and space

21
years in satellite operations

×10
growth of a cloud-for-space business, 2021–2024

3
working languages: English, Italian, French

Official bio

Approved text for programmes, introductions and media.

Guido Baraglia brings over 38 years of leadership and innovation in the aerospace sector, spanning ground systems, mission operations, and the transition to cloud-based space architectures. After decades of shaping the space economy, he now focuses on reframing space technologies around the real-world outcomes they deliver for communities, ecosystems, and decision-makers.

His work centers on maximizing the value of Earth Intelligence and understanding the broad ecosystem of stakeholders who depend on it. A pioneer in ground system virtualization, Guido champions cloud-native and edge-enabled infrastructures, where satellite communications and Earth Observation operate as part of a distributed, cloud-based data network. In this model, edge processing enables real-time insights at the point of data acquisition, critical in Europe's sovereign context, where security, latency, and data residency matter.

Today, Guido is focused on accelerating innovation in the European space sector by bridging mission needs with advanced cloud and edge technologies. He supports the transition toward a more interconnected and service-driven space economy, helping position Europe to lead in the next generation of secure and agile space-enabled services.

CAREER

1988 – 1995	**Telespazio · Lario Earth Station** Duty controller: station operations, equipment maintenance and satellite control for Intelsat and Eutelsat services.
1995 – 2009	**Eutelsat · Paris and Rambouillet** From duty controller to Service Manager, Operations Manager and Head of Payload Operations, leading a 27-strong engineering team.
2009 – 2020	**Kratos** Eleven years building business across Europe, Africa and Asia in satellite monitoring and interference protection. Nine years on the board of the Satcoms Innovation Group.
2020 – 2025	**Amazon Web Services** Led Aerospace, then the Space Economy, for EMEA. The segment grew tenfold in four years.
Today	**Baraglia Space** Advisory on the commercial side of space for leaders, investors and founders.

SPEAKING TOPICS

- The space economy by the numbers
- Earth observation: from pixel to decision
- Orbital and edge infrastructure for space
- Space safety and spectrum monitoring
- Europe's strategic autonomy in space
- Go-to-market for space companies

Keynotes, panels and executive sessions, in English, Italian and French.

SELECTED STAGES AND PUBLICATIONS

2026	World Space Business Week, Paris · "From Pixels to Insight"
2026	New Space Economy 4 Business, Milan · panel
2025	World Space Business Week, Paris · panel "The Intelligence Layer"; SpaceWatch.Global video interview
2025	SDA Bocconi SEE Lab Annual Conference, Milan · speaker
2023	ESA Space2Connect, Matera · keynote "Disruptive Business Models"
2022	NewSpaceVision podcast #19 (LiveEO) · guest
2019	Global Space Congress, Abu Dhabi · panel on AI in satellite communications
2019	ITU News Magazine · "Emerging challenges for satellite spectrum monitoring"
2018	ITU Satellite Seminar, Geneva · non-GSO network detection and monitoring
2015	International Space Radio Monitoring Meeting, FCC, Washington DC · speaker
2013	ITU Regional Seminar, Kyiv · why and how of an international monitoring station

Since 2010: talks in 13 countries on five continents, from ITU seminars to defence and industry conferences.

BOOKINGS AND MEDIA

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Morbegno (SO), Italy · working across EMEA
High-resolution photos available on request.