

Profile

I'm a digital strategist with more than 8 years of cross-industry consulting experience and a master's degree in Telecommunications Engineering. My expertise is the combination of a technical education enhanced by passionate knowledge of strategy, marketing, user experience and emerging technologies.

Born and raised in Italy, I completed my college education in Finland and started my professional journey in Milan. Currently developing my career as an Experience Strategist in PwC US.

Experience



MANAGER
PwC US, SAN JOSE
2013 – Ongoing

ASSISTANT MANAGER
PwC ITALY, MILAN
2010 – 2013

- Member of **PwC Digital Services**, I'm a Manager in the Experience Center practice.
- My main areas of expertise are Digital Strategy, Enterprise System of Engagement, User Experience, Social Media and Mobile, supported by a strong understanding of e-Commerce & Analytics.



SENIOR CONSULTANT
REPLY SPA, MILAN
2008 - 2010

- As a Digital Media Engineer, I've been involved in technology & innovation projects, concerning social network exploitation, value chain transformation and mobile services management.

Activities Breakdown



- Perform **Experience Assessments** to unveil customer pain points, product gaps and opportunities to enhance digital experiences
- Propose **Visioning Exercises** to help creating a canvas for the design of future state journeys
- Provide **Operational Plans** to define roadmap for how to activate communities, accelerate channels and achieve measurable results
- Develop **Experience Briefs** to deliver guidance to UX Design & Technology teams
- Professional Development** activities based on new studies, reports and events participation
- Liaise with colleagues** to create new work opportunities and devise new digital solutions
- Participate to job fairs and general **Recruiting Activities**

Skills & Expertise

Advanced

Tactical Planning for the management and improvement of online platforms leveraging social and mobile features.

Strategic support for the selection, design and launch of Digital Workplace / Enterprise Collaboration Platforms, especially involving Jive, Google Apps for Work and Facebook Workplace.

Customer Experience analysis and design, via desirability studies, multivariate testing, usability testing and heuristic reviews.

B2C / B2B solutions development using Emerging Technologies such as voice interface, beacons, virtual / mixed augmented reality, mobile wallets, etc.

Presentations design (MS Power Point, Google Slides, Apple Keynote) and delivery.

Good

Web analytics and online attribution using Google Analytics and IBM Unica NetInsights.

Social sensing and sentiment analysis with Radian6, Sprinklr and Brandwatch.

Ecommerce & mobile commerce platforms design and optimization.

Development of Personalized Campaigns, Reports and Applications leveraging social API, social login, social graph.

Mobile apps development process.

Localization Services adoption and related digital marketing solutions.

Marketing assets design and development.

Basic

2014-2015 accredited Business Practitioner for Adobe Experience Manager content management system, part of Adobe Marketing Cloud.

E-commerce platform management using Elastic Path.

Use of creative tools to design UX flows and wireframes such as Photoshop, InDesign and Flinto.

Code development with C, C++, HTML, Python, MySQL, MatLab.

Most relevant engagements by industry



US Health Care Companies:

- Strategic planning and redesign of R&D platform, accessed by 8,500+ physicians and instrumental for the company's \$4.04B investment which includes the discovery and development of new medicines for patients.
- Development of an employee awareness toolkit, including graphic videos and brochures on data breach prevention targeting 186,497 employees and customized for 18,652 physicians.



Global Manufacturer and Marketer of Prestige Beauty Products:

- Digital marketing assessment of two fast-growing makeup brands leading to an overall \$1.5B+ acquisition.



US Private Bank and Wealth Management Company:

- Design, development and launch of a next-generation intranet platform, based on the integration of Jive 8 and SharePoint 2013, enhancing the experience of 3,100+ employees and achieving a 60% reduction of shared files volume.



Global Leader in Digital Media and Digital Marketing Products:

- Employee experience strategy & roadmap development, including personas and journey maps for ~24,000 employees.

Global Technology Company in the Software, Mobile, Gaming and PC Market:

- Development of a new growth strategy approach for the online store to expand mobile, gaming and PC product offerings from 27 to 34 countries.
- Redesign of market entry processes and definition of customized go-to-market metrics to launch mobile products in India, seizing revenues for \$238M during FY15/16 (27% of overall revenues).

Global Provider of Products, Technologies, Software, Solutions and Services to consumers, SMB and large enterprises:

- Digital Marketing Strategy definition for FY15, including a specific post-split approach to achieve a 20% growth of social community base, \$15M savings via media investment optimization and a 35% improvement of employees digital IQ.



PwC US Online Campaign: "Putting digital technology and data to work for Tech CMOs"

- 76,000+ views on YouTube, with 22.6% of users watching 75% or more of video.
- 20,000+ unique visitors on landing page, with 0.74% engagement rate for top post on Twitter and LinkedIn.



Major Italian Publisher: CRM design, development and evolution; social & e-Commerce evolution plan; process enhancement for campaign management tool adoption.



Milan-based International Soccer Club: Definition of an activation plan for digital communications, marketing and CRM process enhancement.

Personal Projects & Achievements



Achieved Toastmasters' Competent Communicator (December 2016) and Competent Leader (January 2017).

1st place at Area D2 Humorous Speech Contest (Fall 2016, San Francisco).

VP of Public Relations for Toast of the Bay Club in San Francisco. Charter member of PwC Toastmasters Club in San Jose.



Winner of the XVII Edition of the "Philip Morris International Challenge" (2005, now PremioMarketing.com).

The marketing plan, created for the Italian mobile carrier TIM (Tim.it), aimed to double the revenues from SMS traffic, by leveraging new-generation services and innovative technologies.

10:10

Co-founder of project 10:10, an Italian start-up focused on creating crowdsourced accessories and products, following online community & social network users' feedback (DiecieDieci.it).



Digital Strategy Advisor for the international eighties party Club Haus 80's (ClubHaus80s.com): responsible for Web, Social, eCommerce and Mobile development ([Club Haus 80's App](#)).



Online Presence Administrator for world-famous designer Lino Sabattini (LinoSabattini.com).



Several collaborations as a Radio Speaker in live programs at Radio-Emme (RadioEmme.it).