

Profile

I'm a digital strategist with more than 11 years of cross-industry management 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, user experience and emerging technologies. I love to get my hands dirty and experiment with new tools and canvas, including my self-designed, always evolving website and resume.

Born and raised in Tuscany, I completed my engineering studies in Finland and started my professional journey in Milan. Currently enjoying and developing my career as an experience strategist in PwC US.

Experience



SENIOR MANAGER - PWC US

2013 – Ongoing

MANAGER - PWC ITALY

2010 - 2013

- Member of PwC Digital Services.
- My main areas of expertise are Digital Strategy, Enterprise Collaboration / Employee Engagement, User Experience, Social Media and Mobile, supported by a strong understanding of E-commerce & Analytics.



SENIOR CONSULTANT - REPLY SPA

2008 - 2010

- As a Digital Media Engineer, I've been involved in technology & innovation projects, including internal social platforms design & deployment, HR transformation and mobile services management.

Activities Breakdown

65%

Perform **Experience Assessments** through interviews, panels and surveys to unveil user pain points, gaps and opportunities to enhance digital experiences

Outline **Strategic Plans** to define operational roadmap, activate initiatives, prioritize channels and achieve measurable results

Develop **Experience Briefs** (or functional requirements) to deliver guidance to UX/UI designers & technology teams

Propose **Visioning Exercises** to help creating a canvas for the design of future state

Conduct **Design Thinking Sessions** to coordinate cross-functional teams and accelerate execution

35%

Business Development activities including proposal oversight and client meetings for the creation of new work opportunities

Training, Coaching and Recruiting Activities

Skills & Expertise

Advanced

Strategic leadership for the selection, design and implementation of omnichannel digital platforms.

User experience research / analysis / evaluation via desirability studies, usability testing and heuristic reviews.

Enterprise collaboration tools launch, especially Jive, Google Apps for Work and Workplace by Facebook.

Design Thinking Workshop composition and facilitation.

Next-gen product & solution design leveraging emerging technologies such as voice assistants, IA, VR & AR, etc.

Product management and tactical planning for the adoption or enhancement of digital hubs / apps leveraging human-centered design.

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

Good

Web analytics and online attribution using Google Analytics.

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

Data visualization using Tableau.

E-commerce & mobile commerce platforms design and optimization.

Development of personalized campaigns, reports and applications leveraging social API, social login, social graph.

Application of Lean UX / Scaled agile frameworks.

Localization services adoption and related digital marketing solutions.

Marketing assets design and development.

Basic

UX wireframes and prototypes design with Adobe XD, InDesign and Flinto.

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

E-commerce platform management using Elastic Path.

Video Editing with iMovie and GoPro Studio.

Knowledge of Alteryx, Trello and UiPath to improve team productivity and efficiency.

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

Most relevant engagements and efforts by industry



Leading Media and Entertainment Company

- Engagement, mobile and gamification strategy for the launch of a new streaming service featuring 11 different brands and serving 36M subscribers.

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 for the launch of new mobile products in India, seizing revenues for \$238M during FY15/16 (27% of overall revenues).



Multinational Personal Care Corporation

- Redesign of product innovation process incorporating Design Thinking methods for the launch of new feminine care products & subscription services to address a ~\$500M market opportunity

US Leading Skiing Company

- 2019-2022 digital strategy including gap analysis of 33 capabilities, future state customer & employee experience journeys, success measurement framework, and a prioritized strategic plan based on 26 initiatives and org structure revision.

Global Manufacturer and Marketer of Prestige Beauty Products

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



Global Financial Services Company Banking and 4th largest US Bank

- Vision, strategy and design for the 'future of mortgage', including development of four different concepts into one final mobile, desktop & voice experience prototype for the company's 70M customer base.

7th largest US Bank

- Go-to-Market strategy for the launch of a new credit card for middle-market nonprofit organizations, to achieve ~\$2M in incremental revenue for 2019, engaging 2,539 high-potential nonprofits in 60 days.

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.



US Health Care Company, Fortune 150

- Strategic planning and UX 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.



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

- 77,500+ 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.



Milan-based International Soccer Club

- Strategic planning to enhance collaboration between digital communications, marketing and CRM departments.

Personal Projects & Achievements



Achieved Competent Communicator and Competent Leader (December 2017).
1st place at Area D2 Humorous Speech Contest (Fall 2016, San Francisco).
2017-2019 President of Toast of the Bay Club in San Francisco.



Winner of the XVII Edition of the "Philip Morris International Challenge" (2005)
The marketing plan created for 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 Product Manager for the entertainment trademark 'Club Haus 80's' (ClubHaus80s.com, CH80s_app, social accounts and e-commerce).



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



A-rated beach volleyball player, ranked #612 in California.