
Summary

Entrepreneurial product manager / owner with a background in technology and business. Passionate about creating great products that, through technology, make a significant impact in the world.

- Over 10 years product management experience with consumer-facing online platforms and mobile applications.
- Comfortable with cross-functional interactions (technical and non-technical).
- Experience exploring innovations and assessing feasibility, requirements and workload.
- Strategic mindset enabling prioritization of competing opportunities and requests, articulating decisions and tradeoffs, and leveraging other product synergies.
- Innate curiosity which drives strong troubleshooting, debugging, and problem-solving abilities.
- Highly self-motivated, committed to continuous learning, and dedicated to seeing projects through to completion.
- Practiced in balancing business goals, user satisfaction, and technical feasibility.
- Fluent in English, Italian, and Spanish. Basic knowledge of French and German.
- Extensive experience using HTML, CSS, JavaScript, PHP, Python, BASH, Apache, Nginx, SQL, ObjectiveC, PhoneGap/Cordova.

Experience

BigBalli Consulting

Mobile Consultant & Entrepreneur (2010-present), San Francisco

- Collaborate with a wide variety of agencies, organizations, and corporations to launch new B2B and B2C products.
- Work under commission to conceptualize and construct mobile applications for a diverse range of businesses to improve internal workflows and leverage new B2C channels.
- Advise established companies to drive their digital transformation and innovation by leveraging omnichannel solutions, improved performance, technical optimization, and deep analytics.
- Independently develop and market a number of practical mobile applications, each conceived and designed to improve millions of users' lives worldwide.

Cruiseable

CTO, (2013-2020), San Francisco

- Designed and planned development roadmap aligning business goals and user satisfaction leveraging interviews, focus groups, and analytics.

- Managed remote engineering team of seven backend and frontend developers.
- Planned and carried out development, release and maintenance of mobile application.
- Tracked and analyzed user and platform analytics to inform future iterations.
- Worked with designers to design product experiences that users love.
- Worked with developers to create product experiences that are powerful yet intuitive.
- Conducted A/B testing and analytical experiments for new ideas and fine-tuning core features resulting in millions of page views and over 30k downloads.
- Implemented vertical specific growth hacking tactics and adapted ones from other industries.

Ohlone College

Adjunct Professor, (2013-2014), Fremont

- Developed curriculum for a new course
- Instructed students in the process of imagining, researching, structuring, designing, and developing their own mobile application prototypes.

VentureOut

CTO, (2013-2014), San Francisco

- Managed remote engineering team of backend and frontend developers.
- Developed, released and maintained the mobile app for iOS.
- Designed and carried out A/B Testing.
- Leveraged user analytics to inform data driven decisions.

Platinum Adventure

Project Manager, (2009-2010), Florence

- Followed all aspects of the production of client events from logistics to security, from managing suppliers to communications.

Michael Teperson

Advisor to the Managing Director, 2009, Florence

- Set up digital inventory system.
- Identified new digital sales channels.

Maureen Skelly Bonini

Jr Market Rep [Internship], 2008, Florence

- Mediate client/supplier relations for a fashion buying office's multiple brands.

Surf srl

Front-end Developer (2002-2002), Florence

- Developed websites according to client specifications.

Education

Polimoda, Florence

Masters in Luxury Management (2008)

ESERP Business School, Madrid

Masters in Business Administration (2006 - 2007)

New York University, New York

Professional Certification in Meeting, Conference and Event Management (2007)

European School of Economics, Lucca

BA International Business, Business, Management, Languages (2002 - 2006)