

## CPO

### Profile

A highly accomplished international product leader with a proven track record of driving sustained growth in technology and data-centric organizations.

Expert in data monetisation, product strategy, platforms and AI driven transformation across retail, banking, advertising, media, and technology. Has built and led high-performing global teams (up to 500), delivering transformational initiatives that expand market share and accelerate sustainable revenue growth.

Combines deep experience in B2B and B2C environments, across diverse ownership models (listed, PE-backed, VC-funded) and regulated industries. A strategic thinker focused on translating data, AI and digital capabilities into tangible customer and commercial value.

Guest lecturer on AI, Platforms, and Data Monetization at Bologna Business School and LUISS Business School (Rome). Keynote speaker at "The European House Ambrosetti", Richmond and major corporate events. Advisor on AI and data strategy.

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### Career Highlights

- Increased company equity valuation by 150% through transformational product initiatives
- Scaled data product ARR from sub £50m to £130m with retention >95%
- Launched US largest SaaS data & insights platform (Walmart Luminate)
- Created UK's largest Retail Media Platform - Tesco (30%+ market share)
- Transformed legacy service business into a SaaS model achieving 20%+ YoY growth
- Led successful cloud migrations, product portfolio streamlining and operating model transformations
- Generated €200mn+ ARR through strategic data monetization initiatives
- Built and led high-performing product teams across 20+ countries

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### Board Appointments

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| • <b>Brooks MacDonald (LSE)</b> – Technology Advisory Board Member | (2019-2021) |
| • <b>Reward Insights</b> – Board Member                            | (2013-2018) |
| • <b>Truvo</b> – PE Management Board Member                        | (2008-2010) |

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### Career History

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#### Facile.it (1,000 employees) – CPO – Milan, Italy

03/2024 – 06/2025

*Facile is Italy's leading Online Price Comparison (OPC) platform for insurance, utilities and financial products industries serving several million customers. Facile is a Silver Lake portfolio company.*

Reporting to the CEO and serving as member of the executive team, I am responsible for all product initiatives across the three industries and the four channels (web, call centre / operations, stores, agents)

- Created the long-term product vision based on customer centricity and value chain extension supporting a 20%+ annual revenue growth (CAGR)
- Defined the 2025 product plan using best-in-class product framework focused on outcomes, re-aligned resources to high-impact initiatives and established clear KPIs linked to revenues/EBITDA growth
- Designed, developed and launched 'single customer view' enabling a 360-degree customer management unifying data across touchpoints and enabling personalized customer journeys and X-sell
- Led all company-wide AI initiatives, from funnel management to propensity models, chat-bots, voice-bots and knowledge management

**dunnhumby (2,500 employees) – CPO – London, UK****03/2018 – 11/2022**

*World leader in customer data science and retail media, active in 30+ countries with global clients including Walmart, Tesco, Coca-Cola, and Unilever. Managing data products covering 800+ million customers and 50+ billion transactions.*

Reporting to the CEO and member of the executive team. Responsible for all Retail, CPG and Media platforms, product design, innovation, strategic partnerships, marketing & M&A. Led extended team of 500 with 8 direct reports and CAPEX budget of €50-100m.

- Increased company equity valuation by 150% through transformational product initiatives
- Realigned product vision and strategy to corporate strategy and streamlined product portfolio
- Scaled a data product ARR from sub £50m to £130m with retention exceeding 95%
- Launched and operated US largest SaaS data & insights platform (Walmart Luminate)
- Created UK's largest retail media platform capturing 30% market share - Tesco
- Transformed service business to SaaS model achieving 20% YoY growth
- Attained highest partnership status with Microsoft, founding member of Microsoft Cloud4Retail

**Reward – COO – London, UK****07/2013 - 02/2018**

*UK's leading Card Linked Offers marketplace, powering loyalty programs for major financial institutions including RBS-NatWest, Mastercard, Amex, and Barclays. Processing billions of transactions annually.*

Reporting to the CEO and board member. Responsible for products, data science, marketing, sales, account management, partnerships, PMO, IT and development teams. Team of 80 people.

- More than doubled company revenues through new product launches
- Streamlined and consolidated diverse product portfolio into a unified card-linked offer platform
- Designed, developed and launched 3-time award-winning loyalty program for RBS: MyRewards
- Distributed over £2 billion in rewards through the platform to date
- Developed UK's largest retailer coalition network and Card Linked Offer Network
- Built banking loyalty platform monetizing over 3 million customers

**Pubmatic (Nasdaq) – VP International, GM EMEA – London, UK****04/2011 - 07/2013**

*Leading Sell Side Platform helping publishers optimize digital advertising assets across multiple channels and devices.*

Reporting to the CEO and member of the executive team. Responsible for establishing Pubmatic's international business, including legal entities, product localization, GTM, and enterprise sales.

- Led successful market entry in UK, France, Germany and Australia
- Secured publisher deals across 10 countries worth hundreds of millions of dollars
- Scaled international revenues to more than 15% of all company revenues in 2 years
- Served as company spokesperson and keynote speaker at major industry events

**Truvo (APAX, CINVEN) – VP New Media – Antwerp, Belgium 11/2008 - 06/2010**

*Conglomerate of yellow pages operating in Belgium, Netherlands, Ireland, Romania, and Portugal with revenues of €500m. An Apax and Cinven portfolio company.*

Reporting to the CEO and member of the executive team. Responsible for all digital, data businesses and product portfolio across the group.

- Built high-performing product team scaling from 10pp to 100pp in 2 years
- Grew digital revenues from sub €50m ARR to more than €150m ARR in 2 years
- Launched SME-focused SaaS platform achieving 50m€ ARR in first year
- Launched a local search product and advertising solutions, achieved 10% market penetration in less than year

**Yahoo! – VP Operational Strategy – London, Los Angeles**

**2003 - 2008**

**Godado – CEO – Milan**

**2000 - 2003**

**Salmon Brothers – Head Quant Research IT,GR – Milan**

**1996 - 2000**

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**Professional Development  
and Education**

- MIT - Designing and Building AI Products and Services – April 2024
- MIT Sloan School of Management – Executive Certificate in Digital Business – December 2023
- MIT Sloan School of Management – Executive Certificate in Strategy and Innovation – December 2023
- University of Maryland / USMX – Data Science and Agile Systems Engineering – July 2023
- University of Maryland/ USMX – Modern Product Leadership – May 2023
- Harvard – Exercising Leadership: Foundational Principles – February 2023
- Università Cattolica del Sacro Cuore, Milan, 1993-1998 , Laurea in Statistics and Financial Sciences, highest mark with honours ("Magna cum Laude")

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**Honors and Awards**

- Top Data Influencer – Data IQ 100 – March 2018
- 50 Boldest CEO and Thought Leaders in Technology – TechTour Growth Forum, March 2017

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**Languages**

Italian: Native

English: Fully fluent

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**Interests**

Avid Skier, Mountain Biking, Swimming, Learning, Travelling