

PROFESSIONAL EXPERIENCE

INNOVATION RESEARCH FELLOW, La Sapienza, Rome | 2020

(Current position, one-year renewable contract, university) Digital & Innovation Research as part of the IT department of la Sapienza:

- Collaboration with the IT department's researchers in order to assess the business potential and the feasibility of their ideas
- Creation of a business plan for a start-up based on machine learning, algorithms and crypto currencies, including detailed competitive analysis and evaluation of customers' needs
- Competitive, legal and technological watch on digital trends including blockchain, crypto-currencies, cyber-security and artificial intelligence
- Redaction of a comprehensive document comparing the business impact of potentially disruptive technologies
- Organisation of seminars and brainstorming on new business creation
- Organisation of the cybersecurity seminars: collaboration with prestigious guests for seminars directed to the students of the masters' degree in cybersecurity
- Participation in the Telsy Challenge and winner of the 3rd prize. Collaboration with Telsy on a pilot of the product "Autentica" on the smartphone of their employees

PRODUCT MANAGER ASSISTANT, Ubisoft, Paris | 2018

(6 months, internship, video games' industry) Participation in the launch of Assassin's Creed Odyssey as part of the headquarters' team:

- Post-launch analysis of Assassin's Creed Origins' DLC: strategic and operational recommendations
- Definition of the Marketing strategy, preparation of game presentations and sales pitches
- Preparation of game presentations and sales pitches for subsidiaries, commercial partners and internal and external events
- Brief & follow-up of creative agencies for communication assets
- Creation of emailing campaigns and other communication assets
- Coordination with other headquarters' teams (Social Media, Web production, Trade Marketing, Sales...), regional EMEA subsidiaries (European, Asian and Middle East) and the Montreal studio

PROJECT MANAGER ASSISTANT, BNP Paribas, Paris | 2015-17

(2 years, apprenticeship, banking sector) Various missions as part of a cross-functional department in charge of the digital transformation of five European subsidiaries:

- Competitive, legal and technological watch on digital banking trends: blockchain, electronic signature, chatbots, IoT, artificial intelligence, "Banking as a service", customer experience trends, GDPR etc.
- Creation of internal newsletters on business trends
- Creation of a 2016 trends booklet for the top management of PACE
- Analysis and market studies on digital transformation and diversification of services, in collaboration with external consultants
- Analysis and recommendations based on the Consumer Technographics database (Forrester) to define a new segmentation of Hello Bank!'s clients
- Project Management: creation of a service platform, definition of the "customer promise" and development of a community of mystery shoppers
- Brainstorming, customer journey mapping and Business plans

EDUCATION

MASTER OF SCIENCE IN MANAGEMENT

(2014-2018) ESSEC Business School - Digital Disruption Chair – 6 months of exchange in Singapore – Obtained with distinction, 15.6/20 (Italian equivalent: 29-30/30)

MASTER'S DEGREE IN BUSINESS AND MANAGEMENT

(2013-2014) Université Paris Nanterre - Entirely in English – Obtained with distinction, 15/20 (Italian equivalent: 29-30/30)

BACHELOR'S DEGREE IN ECONOMIC AND SOCIAL ADMINISTRATION

(2010-2013) Université Paris Nanterre - 1 year exchange (Erasmus) with Vrije Universiteit Amsterdam – Obtained with distinction, 15/20 (Italian equivalent: 29-30/30)