



DANIELE PELLERI

Senior Manager/Digital Business Innovation/Entrepreneur

SUMMARY

- An innovative and performance-driven entrepreneur with 12 years of experience in key strategic projects across various industries, including finance, retail and SMBs
- Successfully executed 50+ projects in innovating new business and transformed existing businesses
- Launched and defined new marketing services and digital strategies.
- President and Founder at SwizzlyLab that deals with digital innovation and transformation of different companies.
- Employed and Led a team of over 50 people at Paperlit Spa
- Generated a profit of almost 2.5M € as a founder of AppsBuilder Spa

CONTACT

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ADDRESS:
Milan, Italy

LANGUAGES:

- Italian (Native)
- English (Fluent)

WORK EXPERIENCE

SwizzlyLAB, Milan, Italy **Founder and President**

02.2017- Current

- Founded SwizzlyLAB in 2017, acquired by Artigiancassa, a BNP Paribas company
- Expanded business worldwide by handling 15+ digital products
- Formulated strategies for customers' business success, leading to over 50% increase in growth.
- Proposed outstanding value for 40+ brands considering customer preferences
- Designed and implemented a new SAAS product portfolio for SMB and Associations
- Scaled Technology to serve over 15.000 SMBs for Swizzly products in the Italian market
- Supervised business development activities to evangelize non-financial services to the banking partners
- Developed the digital strategy and go-to-market proposition for Artigiancassa for industrial plan 2021-2024

PaperLit Spa- Milan and Cagliari, Italy **CEO and Board Member**

09.2014-02.2017

- Created PaperLit & AppsBuilder products, technology, customer base due diligence and acquisition
- Merged Appsbuilder and Paperlit
- Repositioned brand and designed B2B advertising campaigns
- Handled PR, Marketing (online & offline), and e-commerce
- Managed external agencies like, media, creative, development and CRM tools
- Organized and spearheaded a team of 50 people
- Developed and integrated lead generation program to enhance business growth

AppsBuilder Spa- Milan and Catania, Italy **CEO and Co-Founder**

10.2010-01.2015

- Dealt with start-up and investors management
- Worked on the business model and products design (SAAS)

AREAS OF EXPERTISE

- Digital Transformation & Digital Innovation
- Knowledge of digital and emerging technologies
- Mobile Application & Mobile Strategy
- Customer Experience & User Experience Design (Design Thinking, Service Design UX/UI)
- Product Design, Creation & Validation
- CRM, Loyalty & Data Monetization Strategy
- Experience in Designing or Rethinking Business Models
- Digital & Design Data-Driven Strategy
- Advising & Mentorship in Startup companies

- Prepared go-to-market strategy
- Executed marketing objectives through communication, PR, alliances, social media
- Directed generation and sales goals
- Scaled technology to serve 5m+ users in 20+ countries
- Created more mobile apps than any company in the world
- Featured in TECHCRUNCH, FORBES, NYT, INC. 500, WSJ and more
- Recruited and directed a high-performance team of ~30+
- Generated a profit of ~2,5m €

WebPromoService (WPS)- Turin, Italy **CEO and Co-Founder** **01.2009–12.2011**

- Build a two men start-up
- Devised product & corporate strategy, design (visual, interaction), and Web development (PHP, HTML, CSS)
- Produced design & development which helped in building and growing quality engagement of the WPS services
- Oversaw community management, social media management and content creation/curation

EDUCATION

Politecnico Di Torino (Turin, Italy) **2004- 2009**

Computer Engineering

Courses: Computer Science, Human Factors Engineering, Graphic Design

TECHNICAL SKILLS

- Digital Transformation and Digital Innovation
- UI/UX Design: Sketch, Figma, Invision App
- Development: HTML, CSS, PHP, SPA, VueJS & VueNative, NodeJS, JavaScript, Bash Script
- Cognitive services: ML KIT for Firebase, Azure Machine Learning
- System admin: Linux, Google Cloud Platform & Firebase, AWS
- Data mining: SQL, Big Query, PowerBI, Data Studio
- Marketing Campaigns: Google Ads, Facebook Ads, Remarketing, Affiliation, Marketing automation, Lead nurturing, Website optimization, Inbound & Outbound marketing
- KPI & Metrics: Google Analytics & Tag Manager, Localytics, Mixpanel, Firebase Events

SOFT SKILLS

- Strong Communication Skills
- Troubleshooting Skills
- Exceptional Analytical Skills
- Leadership and Teambuilding Skills
- Time Management
- Strong Planning Skills