



SUMMARY

I'm a passionate and results-oriented digital transformation leader with 15+ years of experience driving growth across industries (finance, retail, SMBs). I have a proven track record of success in:

- Led the successful integration of MailUp and ContactLab, reorganizing 240+ employees and creating 3 new product streams.
- Managed a €31M+ revenue budget at MailUp, achieving a 20% Y/Y growth and optimizing CAC for improved EBITDAC.
- Increased MQL/SQL to Customer conversion by 20% through a collaborative GTM strategy (MailUp + ContactLab).
- Scaled AppsBuilder technology to serve 5M+ monthly active users in 20+ countries.
- Employed and Led a team of over 50 people at Paperlit and generated a profit of almost 2.5M € as a founder of AppsBuilder

CONTACT

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LANGUAGES:

- Italian (Native)
- English (Fluent)

DANIELE PELLERI

Senior Manager/Digital Business Innovation/Entrepreneur

WORK EXPERIENCE

MailUp @Growens Group, Milan, Italy

Marketing Director

06.2021 - Current

- Steered a €31M budget across email, SMS, and services, driving top-line revenue and EBITDA growth.
- Managed an annual opex/capex marketing budget of over €2M, developing a performance-based control and forecasting model.
- Oversaw a complete revision of the customer acquisition and expansion strategy, leading to a 20-25% y/y improvement in marketing mix performance
- Built a high-performing team of +12 individuals, implementing an OKR based performance development model and a career ladder for professional growth.
- Orchestrated ContactLab acquisition (due diligence & post-merger strategy). Reorganized 240+ employees and launched 3 new product lines.
- Championed MarTech transformation, this included lead management (lead scoring, routing, and rotation) & data analytics tools for data-driven decision making (entire MarTech stack revised)
- Regularly participated in and supported monthly reviews with Growens Group stakeholders (CEO, CFO, President, GM)

SwizzlyLab @BNL Group, Milan, Italy

Founder and President

02.2017- 06.2021

- Founded SwizzlyLab as a spin-off of Paperlit, later acquired by Artigiancassa, a BNP Paribas company
- Grew the business to manage 15+ digital products for clients worldwide.
- 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 15.000 + SMBs for Swizzly products (Italy)
- Supervised business development activities to evangelize non-financial services to the banking partners
- Led business development for non-financial services within BNL Group. Developed Artigiancassa's digital strategy & go-to-market plan (2021-2024).

Paperlit Spa- Milan and Cagliari, Italy

CEO and Board Member

09.2014-02.2017

- Founded Paperlit & AppsBuilder, driving product development, customer acquisition, and a successful exit (due diligence & acquisition)
- Spearheaded a merger of AppsBuilder and Paperlit, repositioned the brand, and designed B2B advertising campaigns

AREAS OF EXPERTISE

- Digital Transformation & Innovation: Lead digital transformation initiatives to drive growth.
- Customer & User Experience Design (Design Thinking, Service Design): Design user-centric solutions to enhance customer journeys.
- Product Design & Development: Conceptualize, create, and validate impactful digital products.
- Data-Driven Strategy (Digital & Design): Utilize data insights to inform digital and design strategies.
- Mobile Strategy & Development: Craft and implement successful mobile app strategies.
- CRM & Loyalty Expertise: Develop and optimize CRM and loyalty programs for customer engagement and data monetization.
- Startup Mentorship & Advisory: Guide and advise startups on digital strategy and growth.

- Managed all marketing channels (online & ATL, PR, e-commerce) and external agencies (media, creative, development, CRM)
- Led a team of 50, developing and integrating a lead generation program to fuel business growth

AppsBuilder Spa- Milan and Catania, Italy

CEO and Co-Founder

10.2010-01.2015

- Successfully raised over €4M in capital from top Italian investment funds and managed investor relations.
- Co-founded & scaled AppsBuilder to serve 5M+ monthly active users across 20+ countries
- Led business model & SaaS product design, go-to-market strategy, and marketing execution (PR, alliances, social media).
- Achieved market leadership – most mobile apps created globally (featured in TechCrunch, Forbes, etc.).
- Built & led a high-performing team (~30+), generating €2.5M in profit.
- Created more mobile apps than any company in the world

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

KEY SKILLS

Technical:

- Digital Transformation & Innovation UI/UX Design (Sketch, Figma, Invision)
- Full-Stack Development (HTML, CSS, PHP, JavaScript, VueJS, NodeJS)
- Cognitive Services (OpenAI SDK, ML Kit, Azure ML)
- System Administration (Linux, GCP, AWS)
- Data Analysis (SQL, BigQuery, PowerBI, Data Studio, Qlik, Tibco Spotfire)
- Marketing Automation & Campaigns (Google Ads, Meta Ads, Segment, Tag Manager)

Business:

- Strategic Planning & Business Development
- Budgeting & Resource Management
- Team Leadership & Talent Development
- M&A Integration & Management
- Stakeholder Communication & Relationship Building
- Product Marketing & Go-To-Market Strategy
- Martech Stack Implementation & Optimization Data-Driven Decision Making

SOFT SKILLS

Compelling Communicator (Written & Verbal), Problem-Solving & Critical Thinking, Exceptional Analytical Skills, Inspiring Leader & Team Builder, Highly Organized & Results-Oriented, Strategic Planning & Execution, Adaptability & Flexibility, Strong Work Ethic