

DIGITAL TRANSFORMATION ENTHUSIAST

# Paola De Luca

+39 3317416002

paoladeluca2008@gmail.com

Via P. Emanuelli 55 - 00143 Rome

**Leadership and management experience** – Experienced professional successful in delivering complex programme business/IT transformation taken on new challenges in fast-paced and dynamic environments. Able to translate business strategy in long term outcomes and leading indicators. Develop customer and partner relationships from shop floor to board room across various cultures to deliver fast results.

**Areas of expertise** – Strategy formulation, Design Thinking, planning and execution in start-ups and major corporations. Portfolio Management; Continuous Discovery; Analysis of competing products; Testing ideas and assumptions, Customer focus and team ethic 'Led by Example'.

## WORK EXPERIENCE

### Docplanner Group ● Product Manager

2022 - NOW

Some accomplishments:

- Build up a new product team for NHS Services Italian key market segment reaching 83% of engagement of doctors and clinics customers, gaining more than 400K patients users
- Ideate more than 100 qualitative, quantitative researches and experiments for opportunities validation and gathering insights
- Helped two Sales Teams to attract and qualify new leads surfacing usage data

### Retelit Group ● Product and Programme Manager

2019 - 2021

Within Toyota and Lexus digital multichannel programme for a Pan-Europe customer ecosystem design, leading product teams for Used Cars and After Sales E2E solution affecting all 1300 Italian dealers and 100 in Germany

### Yoox Net-A-Porter Group (YNAP) ● Programme Delivery Lead

2017 - 2019

Responsible for Global Enterprise Mobile (GEM) cross-functional team assembled to ensure effective working and best experience for millions of customers visiting YNAP. Group's Apps every day

### Save the Children ● CRM Project Manager (contractor)

2016 - 2017

Managing CRM and Digital business change and technology initiatives for new strategic multichannel/product communication model

### Unilever ● Implementation Manager (contractor)

2014 - 2016

### CommeProve + Huawei ● Senior Project Manager

2011 - 2014

### Tellabs (now Infinera) ● EMEA Programme Manager

2008 - 2011

### Omega Pharma (now Perrigo) ● IT and Business Process Manager

2006 - 2008

### Oracle ● Project Leader

2000 - 2005

### PriceWaterhouseCoopers ● Senior Consultant

1998 - 2000

## EDUCATION

### BSS- Bologna Business School

January 1997 - December 1997

Master in Finance

### Università degli Studi di Roma "La Sapienza"

October 1991 - July 1996

Degree in Economics

## SKILLS

### Accreditations and Practice:

Shape Up, Scrum Master, Scrum@Scale, Kanban, SAFe, Prince2, PMI, SAP

**Language:** English, Spanish, French

## ADDITIONAL INFO

**LinkedIn:** <https://www.linkedin.com/in/paola-de-luca-7ab7301/>

**Website:** <https://www.paoladeluca.it/>

**Always positive, I add energy and fun to the group**