

MARCO PIEROZZI

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TECHICAL LEADER

Technical leader with proven experience in the e-Commerce, CRM and Knowledge Management world. Capable of managing development teams abroad and at home, I have experience in R&D areas like Natural Language Processing and Neural Networks applied to big data analysis. I'm proficient on handling autonomously analysis of end-to-end processes and applications, I like to proactively suggest solutions and improvements and I'm capable to document them effectively, both for cost/efficiency studies or as pure development guidelines. I have good problem solving skills and I'm used to work under stress condition. Due to my experience, I'm comfortable working both with developers but also with the final customer or partner.

WORK EXPERIENCES

TRIBOO DIGITALE

JUN 2016 – PRESENT

E-commerce Digital Agency

Reports to: Head of eCommerce, CTO. Persons reporting: 2-6

TECHNICAL LEADER

- Technical management of several stores based on the Magento platform.
- Head of a 2 to 6 developer team, both in Italy and offshore, handled using Agile methods (Kanban boards mostly), aimed to obtain continuous integration and delivery (Spec collection > Analysis > Development > Code Review > Test > Deploy).
- Design, implementation and documentation of technical and process solutions (order flows, data exchange between partners, stock and warehouse management, returns and refunds).
- Analysis and planning of change requests, bug fixes, system integrations, UX e SEO implementations.
- Research and application of Full Page Caching strategies.
- Development of core applications (modules) of the framework (Magento).

Results

- ✓ AEFEE – Startup of <http://www.moschino.com> , <http://www.albertaferretti.com> and <http://www.philosophyofficial.com>
- ✓ Pirelli Color Edition – Consultant in the startup of the project
- ✓ Sparco – Startup of <https://www.sparco-official.com>
- ✓ Ferrari Store and United Colors of Benetton – Tech Lead.
- ✓ Fiat Chrysler Automobile Group (Fiat, Jeep, Alfa Romeo, Lancia, Mopar) - Introduction of a multi-website Single Sign On system.
- ✓ Migration to AWS of several stores.
- ✓ Introduction of a Full Page Caching system on all the assigned stores.

Technologies

- ✓ Magento 1.x and 2.x (Zend Framework)
- ✓ Node, ES6 Javascript, Webpack, Gulp and Vue
- ✓ Atlassian Cloud: Jira, Bitbucket, Confluence, Hipchat
- ✓ Versioning: snv, git, git-flow
- ✓ Docker
- ✓ AWS (S3, EC2, Aurora, Cloudfront, Cloudwatch, Elastic cache)

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- ✓ Payment Gateways: Paypal, Ingenico, Amazon Pay, Alipay
- ✓ Couriers: UPS, TWS, BRT

LUCINI&LUCINI

MAR 2016 – JUN 2016

E-mail Digital Marketing

Reports to: CEO. Persons reporting: 2

TECHNICAL LEADER

- Managing of a mass mail marketing system with a volume of about 50,000,000 daily mails sent.
- Head of two developers located in Ireland.

Results

- ✓ Newsletter sending optimization on geo-distributed server.
- ✓ Creation of an algorithm to detect nonstandard bounce reasons.

Technologies

- ✓ Postfix on Linux (Debian), PHP, Git

VISIAN CONTACT

OCT 2009 – MAR 2016

Contact Center - Now Covisian s.p.a.

Reports to: CTO. Persons reporting: 1-4

SENIOR DEVELOPER

- Design and management of several applications for the Contact Center area.
- Head of a team with variable size, from one to four people, shared among other senior developers, for the development of CRMs and Knowledge Management software.
- System integrations with external partners.
- Maintenance on deploy servers.
- R&D on Natural Language Processing, aimed to create chat bots capable of understand question posed in natural language.
- R&D on Neural Networks (back propagation) and clusterization algorithms (k-means and similar) to analyze the behavior on the phone of a final customer, both on upselling phase (to identify a target product) or on retention (history analysis of the customer tickets to identify his churn risk).

Results

- ✓ ICMT Innovation prize for the integration between 892000.it (Vodafone Italia local search) and the call center application.
- ✓ Design of a Knowledge Base system built on decision trees. After the introduction of said software, the NPS for a telco partner rose from 4/10 to 8/10.
- ✓ Prototyping of a chat-bot capable of handling questions in natural language about invoicing issues for a telco partner.
- ✓ Design of a risk analysis software for customers with technical issues..

Technologies

- ✓ L.A.M.P. stack.
- ✓ HTML5, jQuery, Bootstrap, Grunt and Gulp.
- ✓ Jira, Gitlab.

GOWEB

FEB 2009 – OCT 2009

Web Agency

Web Developer

PAGINE UTILI
2009

MAY 2008 – FEB

Yellow pages – Local search.

Consultant in the partnership between Pagine Utili and Telecom for the 1254 (local search) project.

ATWARE
2008

JUN 2006 – MAY

Web Agency

Web Developer

LANGUAGES

- ✓ Italian: Native
- ✓ English: Fluent
- ✓ French: School Knowledge

INSTRUCTION

- ✓ HTML5 Certification
HTML.it - 2011
- ✓ Ph.D. on IT Science for Telecommunications
Università degli studi di Milano - 2007
- ✓ High School Degree
Liceo Scientifico Statale Luigi Cremona (Milan) - 2002