

# Marco Nespeca

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## Digital Product Manager & Owner

~~~~ User Focused Solutions Engineering ~ Omnichannel Ecommerce Platform Development ~ Structured Data Driven User Experience Optimization ~ Digital Transformation ~ IOT ~ Data Science ~ Embedded Systems ~~~~

Results-driven innovative professional with extensive experience in leading research, design, and build strategies for ecommerce, IOT and big data driven products using device & user generated data to create incredible product experiences. Proven expertise in guiding teams to achieve end user improvements with innovative development and data driven optimization techniques. Credited with strong ability to identify trends, develop competitive strategies, and execute strategically planned projects. Accomplished taking extraordinarily complex multi-million-dollar digital projects from concept to launch using agile scrum, iterative, stories-based methodologies. Expert in executing Agile development and managing both inhouse and offshore goal-based teams.

- Agile & Lean Methodologies
- Inventive Thinking
- Design Strategies & Solutions
- Product Development
- API Driven Solutions
- Competitor Analysis
- Embedded Systems Development
- Data Science & Actionable Insights
- Data Driven Optimization
- Usability Evangelism
- Key Stakeholder Relations
- Cross-functional Collaboration
- Cloud/Serverless Based Projects
- Omnichannel Perfectionist
- Product Lifecycle Management
- Product Analytics
- Team Leadership
- Process Improvement
- SAAS Product Delivery
- Conversion Rate Deep diver

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## Key Accomplishments

- Planned and directly managed the integration of Web commerce team and organized the integration of the Web ecommerce group into previously delivered Mobile ecommerce product team to create a fully integrated omnichannel ecommerce team for the PhotoSi Consumer Business Unit, - PhotoSi, 2020
- Concepted and delivered an ecommerce personalization platform for the Printed Photo Industry based on an innovative and “patent-pending” architecture that allows for the dynamic configuration of SVG file types through server stored “base” patterns, data sets and end-user interaction. The outcome is a photo editing tool that allows users to personalize their photos through both mobile and web-based clients. - PhotoSi, 2020
- Proposed digital transformation of existing digital product delivery team and renovated legacy-based team of 10 into the companies first Mobile centric product team of 15, including: API, .Net, Android & IOS dev, UI/UX, Data Scientists, Graphic Designers, Acquisition & Retention specialists. Over a period of 10 months successfully remodeled into a modern Digital Product Management structure. Successfully contaminated team members and converted into a highly productive goal based agile tribe. - PhotoSi, 2020
- Working with Data Science team, successfully launched new algorithms that resulted in cleaner and more useful data ingestion from proprietary IoT device network to the BRIX platform. Localization patterns, error recognition and adjustment through data analysis by cluster matching and pattern spotting allowing for more accurate coordinate identification around issues such as “location bounce & black holes”. - Brambles, 2019
- Released Edge mobile application to manage the maintenance (FW Upgrade, battery level, configuration) and deployment (Asset, BOL, load association and ship) of 500,000 custom designed IoT devices. Devices (Gps, cell, Wi-Fi) that collect location, movement, temperature, shock, humidity and acceleration are currently moving in cycles through the supply chain in a “Hub & Spoke” configuration with the support of BLE emitters (Beacons) communicating through them to S3 and a need for an Edge level utility was identified and deployed within 3 months. – Brambles, 2019
- Operations Monitoring, Analytics and Insights Dashboard that allows for a global view of Real-Time Device Inventory Data, Device Monitoring Engine, IoT Stock Control & Procurement. Analytics on key metrics and Insights based on complex data clustering and comparison. This product is being used by Operations teams to launch and manage IoT projects in the Brambles Supply Chain. – Brambles, 2019
- Delivered conversion of desktop/Windows based Human Resource Management software to Cloud. Reached goal and deadline by pulling together multiple key stakeholders, including C-level, product owners, marketing, and development teams. Successfully

*Continued...*

converted traditional software business model to SAAS based model with +400% increase in revenue by leveraging customer loyalty and relationships and the introduction of added value and innovative cloud-based features. (.Net, PHP, Angular, Android, IOS) - On The Dime Limited, 2016

- Responsible for the international licensing portfolio at Rainbow Films & Animation with a value of seventeen million Euro. Accomplished by conducting concept launches, product promotions, increasing partnership agreements and supporting established country partnerships. – Rainbow Films, 2008
- Entered a new market and drove sales from zero to fifteen million between 2003-2006 managing the introduction of a new Digital Printer in the US market. Achieved through better forecasting, product availability and the creation of a product demo center with a staff of 9 regionally based technicians in Greensboro, North Carolina. - EFI Reggiani, 2006
- Produced award winning Cloud based User Portal for mobile subscription/usage management and SMS based payment gateway. Developed by applying strategies based on emerging customer needs and capitalized on the mobile brands competitive advantage to push through innovative concepts in a cloud based digital interaction portal for the Fido Mobile Network. - Fido, 2002

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## Professional Experience

PhotoSi – Riccione | **Product Manager/Owner Digital Products**, Consumer Digital Product Channels – Omnichannel/Android & IOS Native/Master Data/Dynamic Content/Server Based Platforms/User Journey Optimization/Acquisition & Retention Monitoring/Events Monitoring/Science Based Predictions  
01/2019 – Present

*PhotoSi is a European digital printing company established over 40 years ago and based in Riccione Italy. Currently the number 1 Photo Printing App in both IOS & Android Italy stores, often featured by both and growing in important European markets such as Spain, Germany, and France. The company focuses on offering a variety of personalized photo printed products to consumers and through businesses with over 70% of turnover currently supplied through the B2C channel, of which 80% delivered through the mobile clients.*

*PhotoSi is internalizing digital product conceptualization, development, and delivery through the digital transformation of existing resources and the addition of other highly qualified industry professionals. In 2018 the company focus moved to digital delivery through the B2C channels and since then, the company has developed and patented technology, platforms and systems that combined with internally managed production clearly place it at the forefront in the European market.*

<https://www.photosi.com> ~ <https://play.google.com/store/apps/details?id=com.photosi.android.printup> ~ <https://apps.apple.com/us/app/photos%C3%AC-photobooks-and-prints/id538795756>

Environment: prototyping (Xd, Zeplin), feature integration (Google Cloud/Serveless, Firestore, Cloud Functions, API's), management and development tools (Jira, Slack, Sentry, Instabug), back/front-end development (Python, Java, Swift, Android/Kotlin, Angular, .Net, SVG), communication and analysis tools (Amplitude, LeanPlum, Segment, Appsflyer)

- Work within the C-Level and management team to conceptualize, define, drive, and communicate product suite roadmaps.
- Stakeholder management through strong working relationships with customers (Internal/External), Engineering, Hardware, UI/UX, Data Science, Product & C-Level to align product strategy and delivery.
- Understand and analyze customer needs, synthesize requirements, and drive execution towards successful delivery of technology solutions.
- Work creatively to produce measurable product results with directly managed onshore/offshore teams.
  - 6 Development - Backend
  - 4 Development - Frontend Web
  - 6 Development - Android, IOS
  - 3 Digital Product Development – Product leads & Owners
  - 2 Traditional Product Development
  - 4 Data Science
  - 4 Acquisition,
  - 4 Retention
  - 2 UI/UX
  - 4 Graphics

- Develop concepts for user data capture and interpretation models using events generated at product source and environmental dimensions.
- Conduct discovery sessions with stakeholders to identify key value drivers to deliver requirements and proof-of-concepts for deeper engagement and streamlined delivery.
- Lead the effort in scoping and developing Proof-of-Concept test to successfully demonstrate how journey models improve conversion rate and user retention over time.
- Work with internal stakeholders to drive digital transformation adoption.
- Guide the Data Science team in the definition and scope of concepts and algorithms for machine learning and predictive concepts required for product finetuning and evolution.
- Work with Engineering leads to certify there is a clear understanding of the “what” in the definition of the “how”.
- Support Product Owners in understanding product goals by validating Epics and Stories with the team.

**BXB Digital - Brambles – Manchester | Technical Product Manager - IOT/Data Streams/Master Data/  
Mobile/Embedded Applications/Data Ingestion & Science Based Algorithms  
12/2017 – 01/2019**

*BXB Digital leverages innovative digital, IoT and big data technologies to deliver end-to-end visibility and collaboration for the supply chain. Software solutions that are purpose built to address today's operational, quality and business challenges for the Perishable, Frozen, Fresh, and Consumer Packaged Goods industries.*

*A subsidiary of Brambles a company whose purpose is to connect people with life's essentials, every day. Brambles pallets, crates and containers form the invisible backbone of the global supply chain. 600 million assets are continuously in motion, across 60 countries. Known through CHEP and IFCO, and the world's biggest brands trust Brambles with the products that matter.*

*BXB Digital, is building BRIX - a scalable, multi-party network engine in the cloud for data contextualization, predictive algorithms and supply chain collaboration. BRIX connects and manages flows across enterprises into a "network of networks," to connect and transact across organizations globally.*

<https://bxbdigital.com> ~ <https://www.brambles.com>

*Environment: iterating (Sketch), prototyping (InvisionApp, MarvelApp), feature integration (Azur, AWS S3 & IoT, API's), tools (Jira, and other PM tools), back/front-end development (Python, Java, Swift, Android, C++, Angular, API)*

- Work within the product management team to define concepts for product suite roadmaps.
- Work with Product team to build solid relationships with Stakeholders.
- Work creatively to produce measurable product results with onshore/offshore teams in Manchester, Santa Clara and Bangalore.
- Subject matter expert for BXB Digital solutions in order to maintain credibility with prospective customers.
- Interact with regional stakeholders and work with sales teams to drive customer adoption and sales.
- Support Embedded systems team in defining product requirements at the hardware level through translating customer requirements into data level capture and control prerequisites during hardware design phase.

**On The Dime Limited – Manchester | Digital Product Owner - Agile Group - Web/Mobile/Embedded Applications  
07/2012 – 12/2017**

*Navigate the complexities of delivering customized products for diverse industries by identifying solutions and documenting the vision and scope of the product development plan.*

*Lead a team of twenty frontend/backend developers and support staff using agile development processes to drive requirements in UX/UI for web, mobile, and tablet. Scope requires detailed analysis of the competitor environment and data to develop effective strategies to stretch resources, define features, modernize technology, and schedule delivery for multiple cloud based, API driven platforms. Oversee project budget up to one million £.*

*Environment: iterating (Sketch), prototyping (InvisionApp, MarvelApp), feature integration (Bigbluebutton, Twilio, partner API's), tools (Asana, Jira, and other PM tools), back/front-end development (PHP, Java, Swift, C++, Angular, CSS, API)*

- Accomplish objectives in attracting and securing users by proposing compelling functionality/features for multiple platforms including Android, IOS & responsive web.
- Conceptualize improvements for multiple generations of the product with generative research, successfully building personas and user journeys that prioritize functional development through "build, measure, learn" loop.
- Serve as an "information resource" for multiple product generations by building and managing the user measurement toolkit (quantitative/qualitative data, models), highlighting new development opportunities.
- Focus on continuous innovation by designing full-service digital solutions by analyzing problems from multiple angles to create functional requirements and engagement solutions.
- Translate business requirements into software requirement specifications, applying qualitative and quantitative research methods from design through post release.
- Facilitate multiple vision sessions resulting in additional creative/development work on platforms and cloud-based systems.

#### **i-Lingo B2C e-learning product (Officially re-released January 2018),**

*E-learning platform for language learning an independent startup of On The Dime Limited. Coordinated and directed the offshore creative and development team of 6 and oversaw execution of all work to ensure the highest possible quality while working in an agile environment on design/development for the first release (2014).*

- Paved a roadmap in the adoption of development practices to provide effective leadership for deployment cycles and change management, beneficial for each product release.
- Improved service by initiating Application Performance Monitoring to outline bottlenecks in application architecture and quickly resolve issues.
- Advanced QA by integrating KPI dashboards for continuous improvement through the processes including, design, release, audit reviews, content management, helpdesk support, and 3rd party vendor integrations.
- Allocated resources for cost-effective IT results by evaluating infrastructure to create functional and technical solutions using plans tailored to future user requirements.

Mobile centric version of i-Lingo re-released January 2018 (Date: April 2018 the numbers are):

- ❖ TOFU: Total App installs: 8980 / Retention Rate: 42% / Weekly Website Page Views: 6851
- ❖ MOFU: Average Daily Users: 386 / Weekly Lesson Bookings: 119 / Daily User Engagement: 21.53 min
- ❖ BOFU: Group Lesson Subscriptions (\$month): 7500\$ / Private Lesson Subscriptions (\$month): 3800\$ / Interactive Coins (\$month): 5500\$

*Ongoing Development Projects (B2C & B2B):*

- ❖ Human Resource Management: WebAtlante is a Cloud based application for HR administration, allowing companies to centralize all employee information, manage time and attendance, authorize holiday requests, and track employee performance. (<http://www.webatlante.com>)
- ❖ Help Desk & Call Center: AweDesk is a unique approach to customer engagement that enables companies to listen and respond to their customers by using the help desk tool that integrates: Ticketing, Live Chat, Phone (VOIP), Support Portal & Social Channels through integrated API's
- ❖ Assisted Living Smart Sensor Platform: CareSense is for assisted living & telecare service providers designed to manage risk and support independence by means of unobtrusive wireless smart sensors (Internet of Things) placed around the home which detect possible health related problems such as abnormally low access to the refrigerator and toilet or the presence of smoke, gas or a flood.

### **Additional History**

International Licensing Manager (Intellectual Property Distribution) – Rainbow Films – USA & Italy  
Area Sales Manager / Product Development Coordinator - Electronics For Imaging (EFI Reggiani) – USA & Italy  
Wireless Application Product Manager / Portal & Payment Platforms - Microcell i5 - Canada  
Product Development Coordinator / e-Learning - McGill University – Canada

### **Education**

Masters Business Administration (Big Data), Glyndwr University, Wrexham, Wales, UK / Currently Pursuing  
Baccalaureate of Economics, Marketing Major, McGill University, Montréal, Canada  
Diploma of Collegial Studies, UI/UX Design For Interface Usability, International Academy of Art, Montréal, Canada  
Diploma of Collegial Studies, Social Sciences, Dawson College, Montréal, Canada