

## BENEDETTO PIRRO

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Date of Birth 13/06/1985  
Nationality Italian  
Tel. +393282279790  
E-mail benedetto.pirro@gmail.com  
Address Via Monte Rosa 25, Milan (20149)

## PROFESSIONAL EXPERIENCE

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January 2017 – Present **CROWDFUNDME (Milan, Italy)**  
**Co-Founder, COO**  
Co-founder of one of Italy's most active equity crowdfunding portals, working on campaign selection and onboarding, platform UX definition and long term business development.

May 2010 – December 2015 **ACCENTURE STRATEGY (Milan, Italia; London, UK)**  
**Business Strategy Consultant**  
5-year experience, mainly in the Communications and Media industry, working on both national and international projects (directly in contact with C-levels).

### Main activities:

- commercial offer strategy –product and services offering definition and go-to market plan
- business transformation strategy – define and improve to-be strategy in terms of: portfolio innovation, process optimization, digital strategy
- digital customer lifecycle management – cross industry benchmarking on self-care tools
- business process optimization – analysis of consumer needs, definition of consumer targets and benchmarking of the competition

### Main Projects Followed:

- *International Telco Player (Marketing)*: Product portfolio optimization with the objective of defining a multi-country commercial catalogue capable of serving various markets. Benchmarking on the industry's main product innovations and evolutionary trends
- *Local Telco Player (Customer Operations, Online)*: Digital Customer Experience definition on website (portal, self-care and ecommerce) mobile app and customer care. Implementation of continuous improvement procedures
- *International Food & Beverages Player (Marketing, Sales)*: definition and enablement of cross channel digital strategy
- *International Telco Player (Marketing, Customer Operations)*: Operating model architecture definition in a complex multi-country environment. Particular focus on stakeholder roles & responsibilities and identification of target metrics ( KPIs/ SLAs)
- *Local Media Player (Customer Operations, Sales)*: Contact center business processes optimization, improving Next Best Action tool and strengthening the use of self-care channels

February 2009 – June 2009 **MAHINDRA & MAHINDRA (Mumbai, India)**  
**Internship**  
**Systech Gear Division** – Alignment of business processes between Mahindra and a newly acquired Italian company. Market analysis on main disruptive trends in the gears market.

## EDUCATION

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September 2004 - March 2010 Università Commerciale Luigi Bocconi, Milan

- Master of Science in Economics and Management for Innovation and Technology (EMIT)  
Major in Product Innovation and Technology Management: **109/110**  
Dissertation Title: “Has India's Growth Been Lopsided? A brief analysis of the remarkable albeit atypical growth of this subcontinent” (Statistics for economics and business, Dipartimento di Scienze delle Decisioni)
- Bachelor's degree in Economia dei Mercati Internazionali e delle nuove Tecnologie (CLEMIT): **102/110**  
Dissertation Title: “File Sharing and Property Rights Infringement” (Dipartimento di Management)

**December 2009** DFP B1 (Diplôme de Français Professionnel, level B1): **81/100**  
**January 2009** TOEFL (Test of English as a Foreign Language): **117/120**  
Liceo Scientifico “Vittorio Veneto” (Orientamento PNI), Milan, Italy.

## LANGUAGES AND COMPUTER SKILLS

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**ITALIAN** mother tongue  
**ENGLISH** mother tongue  
**FRENCH** good  
Excellent ability in using **Windows OS** and the entire **Microsoft Office** bundle, especially **PowerPoint** and **Excel**. **Good ability in using SAS 9.1.**

## OTHER INFORMATION

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September 2003 - Present **Ice Hockey player (semi-pro)**  
<http://www.eliteprospects.com/player.php?player=48244>

2018-19 Varese Mastini - IHL

Besides my love for sports, I have studied the piano for 13 years and I am a big fan of music. When I get the time, I love to travel; especially to India, a country I am very fond of, since my grandfather worked there for 40 years as an entrepreneur in the textile Industry.

*In compliance with the GDPR and Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize the recipient of this document to use and process my personal details for the purpose of recruiting and selecting staff.*