

TIZIANA D'ANDREA

PRODUCT OWNER

Summary

I am a certified scrum **Product Owner**, curious and restless. I see challenges as opportunities and I am passionate about technology. As Agile enthusiast, I get motivated by mastery, learning, improving, optimizing processes and procedures aiming to add value to the product, business, stakeholders and my team. I believe in teamwork, in the power of knowledge, transparency, shared information, motivation, commitment, trust, self-organization and flexibility. I prefer quality to quantity, long-term values and sustainability.

Work Experience

Product Owner

2018 - 2020

Reto Global Solutions (Barcelona)

Product owner in 3 cross-functional teams working with different technologies (iOS, -AND, Angular-APIs, Php,) and with Agile frameworks: Kanban, Scrum. The products are **online dating** mobile apps and webs for different users persona. I investigate the market and competition, centralize stakeholder's needs, analyze users behavior and feedback in order to maximize the product, company and users value. I am accountable for defining the product Goal aligned with the company Goals and order the product backlog. With the squad we define the roadmap, the MVP, breaking it down into user stories in Jira and decide the sprint Goal and the DoD in order for me to decide when to release. I also prepare the product documentation in confluence and presentations for the sponsor.

Web Quality Assurer/Project Manager

2017

TravelClick (Barcelona)

Short term contract within the web project management team in order to complete the delivery of 13 websites on deadline. Testing the webs on both QA and production environment on all devices: desktop, mobile, tablet. Reproduce user behavior. Upload and check images and SEO. Identify, document and escalate issues, bugs and technical problems. Work with the development team to establish, document and follow the release process aligned with the company objectives, methodologies and quality standards.

Product Manager key clients

2013 - 2016

e-Bay Enterprise now Adobe (Barcelona)

Product manager with a high level of e-commerce technology knowledge, analytics and organizational skills. Responsible for supporting key clients web-stores. My position required:

- = Host weekly webinars with web-stores managers.
- = Give a rapid and effective response to technical queries in critical situations. Work with several internal resources, facilitating dialogue through resolution, onsite and remotely.
- = Coordinate peers and stakeholders of different departments internally: project managers, developers, IT, fraud, fulfillment, customer service, marketing, directors and externally: key clients e-commerce managers, onsite and remotely.
- = Identify opportunities to grow the client business and improve the user experience, define and prioritize the roadmap.



Contact Information

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Portfolio

<https://tizianadandrea.com>

Skills

Professional

- Result oriented
- Agile Methodologies
- People Management
- Product Management
- Client Management
- Project Management
- UX/UI
- Strategic Marketing

Technical

- Office Suite Apps
- e-Commerce
- HTML, CSS3, CMS
- JS, Phonegap
- Data Analysis
- Photoshop
- Jira, Confluence
- Scrum, Kanban

Personal

- Creative
- Experienced
- Leader
- Team Player
- Self efficient
- Open Ended
- Trustworthy
- Driven

Languages

- Italian
- English
- Spanish

Highlights

Product Owner

- 5 new webs and 1 app and restyle of 2 existent
- I achieved more commitment, motivation and quality thanks to the introduction of Agile methodologies and practices.

Product/Client Manager

- 1st year NPS went up from 4.7 to 6.3 score
- 2nd year I launched the new OM platform for Sunglass Hut getting a NPS score of 8.

Operation Manager

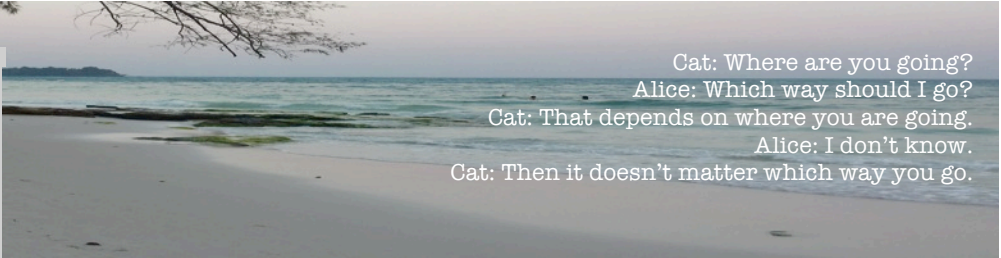
- New business launch completed in 1 month.
- 1st year target achieved in 5 months.
- +25% ROI in the first year thanks to an incentives scheme I conceived to motivate the employees
- M&T certified as institutional provider for Continual Medicine Education courses.
- Digital marketing introduction for both the Italian and the Spanish business

Customer Service

- After only 6 months I was promoted to a senior operation position.

Others

- In 2001 I have published two leaflets for the Alitalia in-flight magazine.
- In 2002, CUOA published my paper: "A statistical and economical investigation about the small and medium enterprises of my Region" in collaboration with IESE Business School of Barcelona.
- Erasmus Program Universidad de Oviedo (1998).
- Illustrations for the book "Trees and hedges of the southern Friulana plain" (1995).



Cat: Where are you going?
Alice: Which way should I go?
Cat: That depends on where you are going.
Alice: I don't know.
Cat: Then it doesn't matter which way you go.

Operation Manager

2009 - 2013

M&T España S.L. (Barcelona)

I settled up the Spanish operation for a business focused on marketing investigation, customer care and online courses. My line manager was the CEO based in Italy and I was responsible for 15 staff members and Spanish operations.

Resource Planning Analyst

2005-2008

Siemens I.T. Services and Solutions (Ireland)

Responsible for ensuring that the SLA were met through an effective forecasting and resource planning, modeling and supporting implementation of any new business. Onboarding and training,

Tecnical Support/Customer Service

2005

Cisco Systems (Belfast-Ireland)

Account manager/Controller/Helpdesk

2001-05

ZML Industries - Electrolux (Italia)

Web/Graphic Designer

1999-2001

OverIT - Bofrost (Italia)

Responsible for the brand image online, offline and the web.

Education

**2007 POSTGRADUATE IN
MARKETING MANAGEMENT**

University College of Cork

**1999 MASTER in BUSINESS
ADMINISTRATION**

University of Udine

Courses and Certifications

- ≡ Ongoing - Design Thinking (University of Virginia)
- ≡ 2021 - **PSPO II - Prof Scrum Product Owner Advanced**
- ≡ 2018 - **PSPO I Scrum.org** Official Certificate (BCN)
- ≡ 2017 - **Phonegap/Frontend-developer** (Castinfo - BCN)
- ≡ 2016 - **Digital Marketing** (Google - BCN)
- ≡ 2016 - **Thai massage** certification
- ≡ 2015 - **Client/Server Web Developer professional certificate**: PHP, Prestashop, Angular, JS, Bootstrap, Visual Studio and Java introduction, UX, UI and responsive design, inbound Marketing, ASO, SEO, SMM
- ≡ 2012 - SEO-SEM
- ≡ 2006 - **Cambridge Advance Certificate of English as foreign Language** ESOL

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