

TIZIANA D'ANDREA

PRODUCT OWNER

Summary

I am a certified 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 and if I add value to the business, the 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 and long term values and sustainability.

Work Experience

Product Owner

2017 - now

RetoGlobal Solutions (Barcelona)

As product owner of one Apps and two web scrum teams for 10 online dating products in 4 technologies, 2 platforms and different markets segments. I am responsible for collecting and centralizing stakeholders - customer service, marketing, directors, owners - and users needs. I design the products and the roadmap, create and prioritize tasks for the teams using Kanban and Scrum frameworks, in order to maximize the company value and the user experience.

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 and key account Manager

2013 - 2016

e-Bay Enterprise now Adobe (Barcelona)

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

- = Hosting weekly webinars with web-stores managers.
- = Giving a rapid and effective response to technical queries in critical situations.
- = Work with several internal resources, coordinate and influence peers, communicate issues to cross-functional colleagues and partners, facilitating dialogue through resolution, onsite and remotely.
- = Identifying opportunities: cross and up-selling to grow clients business and improve the user experience.



Contact Information

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Portfolio

<https://tizianadandrea.com>

Skills

Professional

| | |
|--------------------|-------|
| Result oriented | ●●●●● |
| Team Management | ●●●●● |
| Product Management | ●●●●● |
| Client Management | ●●●●● |
| Project Management | ●●●●● |
| Strategy | ●●●●● |
| Marketing | ●●●●● |

Technical

| | |
|--------------------|-------|
| Office Suite Apps | ●●●●● |
| eCommerce | ●●●●● |
| HTML, CSS3, CMS | ●●●●● |
| JS, Phonegap | ●●●●● |
| Agile Metodologies | ●●●●● |
| Web Analytics | ●●●●● |
| Photoshop | ●●●●● |
| Jira, Confluence | ●●●●● |
| Scrum | ●●●●● |
| Kanban | ●●●●● |

Personal

| | |
|----------------|-------|
| Creative | ●●●●● |
| Leader | ●●●●● |
| Team Player | ●●●●● |
| Self efficient | ●●●●● |
| Open Ended | ●●●●● |
| Trustworthy | ●●●●● |
| Driven | ●●●●● |

Languages

| | |
|---------|-------|
| Italian | ●●●●● |
| English | ●●●●● |
| Spanish | ●●●●● |

Highlights

Product Owner

- 3 webs and 1 app new projects
- Restyle of 2 existent products
- Achieved more commitment, motivation quality and resourcefulness through the consolidation of agile methodologies and practices.

Key Account Manager

- 1st year CSS went up from 4.7 to 6.3 points.
- 2nd year scored 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.
- Web marketing and new web design 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 the 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.

Tecnical Support/Customer Service

2005

Cisco Systems (Belfast-Ireland)

Controller/Account Manager

2001-05

Zanussi Metallurgica (Italia)

Web/Graphic Designer

1999-2001

OverIT - Bofrost (Italia)

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

Education

**2007 POSTGRADUATE IN
MARKETING MANAGEMENT**

University College of Cork

**1999 MASTER in BUSINESS
ADMINISTRATION**

University of Udine

Courses and Certifications

- ≡ 2018 - **PSPO I** (Scrum.org - BCN)
- ≡ 2017 - **Phonogap/Frontend-developer** (Castinfo - BCN)
- ≡ 2016 - **Digital Marketing** (Google - BCN)
- ≡ 2016 - **Thai massage** certification
- ≡ 2016-17 - **Official Client/Server Web Developer professional certificate** (Barcelona): PHP, Prestashop, AngularJS, Bootstrap, Visual Studio, Java introduction, UX, UI and responsive design, mobile and inbound Marketing, ASO, SEO, SMM, Scrum
- ≡ 2012 - SEO-SEM
- ≡ 2006 - **Cambridge Advance Certificate of English as foreign Language** ESOL

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& <https://www.linkedin.com/in/tizianadandrea/>