



PROFILE

Commercial excellence manager with 9+ years of experience supporting commercial growth and transformation initiatives through a business-driven, performance-oriented approach across complex organizations.

Strong background in defining go-to-market strategy and execution, commercializing offerings, delivering digital and analytical capabilities, and driving programs end-to-end, coordinating cross-functional teams.

Experience across sales operations and forecasting, CRM and lead-to-cash processes, pricing, omnichannel and loyalty strategies, developed in consumer products, sports, pharma & healthcare, automotive and insurance industries.

LUCA LOVATO

- 📍 Verona, 07/09/1988
- 📍 Piazza Pompeo Castelli, 3 - Milan (MI)
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EDUCATION

- Post-graduate Degree in "International Master in Entrepreneurship"
Università degli Studi Milano Bicocca
01/18 – 12/18
- Master's degree in economics and business law
Università degli Studi di Verona
09/12 – 04/16
- Bachelor's degree in business administration
Università degli Studi di Verona
09/07 – 04/11

LANGUAGES

- Italian – Mother tongue
English – Fluent
Spanish – Fluent
German – Basic proficiency

CERTIFICATIONS

- Agile - Scrum master – EXIN - 2019
Agile - Product owner – APMG - 2022
Salesforce – Administrator – 2020
Salesforce – Associate - 2023
Salesforce – Sales cloud – 2025
Apromore – Process mining analyst - 2025

INTERESTS

- Sport
Football, calisthenics, running, cycling, surf, kitesurf
- Travel
25+ countries visited and 5 abroad experiences of more than a month
- Books
Inspiring books:
 - "Principles", Ray Dalio
 - "Start with why", S. Sinek
 - "Shantaram", G.D. Roberts

EXPERIENCE

- **Commercial & sales excellence Manager – Deloitte Digital - 06/23-now**
- Fan Engagement & Sports Loyalty | Media / Sports
Supported business development for a sports & fan engagement loyalty offering, translating market trends into client-facing value propositions. Contributed to the definition of a Salesforce-based omnichannel capability map (fan engagement, sponsorship activation and new physical touchpoints) and opportunity scouting within the sports ecosystem.
- Omnichannel & Loyalty Strategy | Consumer
Designed an omnichannel and loyalty strategy post-merger to unify two businesses, defining a 2-year €3M Salesforce-based transformation roadmap across sales and service with expected ROI of 120–150%, +25–40% uplift in cross-channel activation and +20–30% increase in CLV through loyalty and engagement levers.
- CRM & Channel Strategy | Pharma
Guided the design and launch of a B2B engagement platform. Defined channel strategy, operating model, and governance, aligning Sales, Marketing, Market Access, and Product teams. Enhanced customer engagement (+15–20% NPS), optimized field productivity, and strengthened CRM analytics and reporting for performance tracking.
- Global B2B Experience & commerce transformation | Automotive
Led the functional team (8-10 people) in the digital scale-up of a global (35+ countries) dealer platform reaching 34K+ users. Enhanced order placement UX, cut cases by 45%, and established the platform as the primary dealer sales channel. Reimagined wholesaler and indirect channel processes, launching a campaign that generated 2,000+ qualified prospects
- **Sales excellence Senior Consultant – Deloitte Digital – 02/20-06/23**
- Activities: Sales funnel optimization & sales force automation – Automotive; Subscription Model redesign to improve UX/UI & profitability – Consumer products; Capability map definition to support renewed pricing processes – Automotive
- **Finance EPM Consultant/analyst – Deloitte – 09/16-02/20**
- Activities: Enterprise Performance Management model assessment, design and delivery – Various industries (i.e., Consumer products – Banking – Industrial); People Analytics offering and eminence development– Cross-industry

TOOLS

Salesforce (Sales, Service, Commerce, Tableau, Marketing, NetZero, Community), PowerBI, Qlik, Zilliant, Apromore, Zuora, Zeenea, Figma, MS Office

OTHER

Start-up & professional network collaborations:

- Saba Technology: Developed investor pitch deck to support fundraising
- Nike: Designed a launch campaign proposal for a new store opening
- Sylectio: Created investor pitch materials and designed training content