



WALTER FERRULLI

Director



PROFESSIONAL SUMMARY

Manager with **15 years' experience** across **consulting, entrepreneurial environments** and **multinationals**. Expert in **leading complex projects on time and budget**, combining strategic vision with practical execution. Recognized for **reliability**, collaboration, and the ability to facilitate **decision-making**, bringing a mix of pragmatism and sophisticated analysis to both **strategy** and **execution**.




PERSONAL DETAILS

-  Via delle Forze Armate, 40 – Milano
-  Phone: +39 320 846 0494
-  Email: ferrulli.walter@gmail.com
-  LinkedIn.com/in/walter-ferrulli
-  Portfolio: *coming soon*

EDUCATION

- Università Commerciale Luigi Bocconi:
-  MSC, Marketing Management
 -  BSc, Economics and Management

COURSES

-  **Continuous self-empowerment** and **career-coaching** journey aimed at deepening **self-awareness** and driving **personal growth** through a structured understanding of my strengths, development areas, and personality profile.
-  November 2022. From **entrepreneurial idea** to **financial modeling**.
-  December 2022. **Negotiation**: conflict, networking, and partnerships – **Advanced level**.

LANGUAGES

- Italian 
- English 

SKILLS

A **solid, cross-functional personal and professional journey** has allowed me to develop **vision, method, and leadership**. I am ready to lead **digital transformation** programs as Chief of Staff or Head of Project Management.

Hard Skills: Structure and organization, business-case design, data-tech-business cross-functionality, data analysis, advanced Excel and PowerPoint.




Soft Skills: Task prioritization, critical thinking, pragmatism, attention to detail, problem solving; strong communication and active listening, reliability

PROFESSIONAL EXPERIENCE

Last 10 years

ALKEMY SPA – Director

June 2022 – Ongoing

-  Accountable for revenue and profitability by client. I coordinate cross-functional teams and internal/external stakeholders, ensuring deadlines, quality, and budget compliance; promote PM culture and tools.
-  I execute go-to-market and digital transformation strategies, optimizing retail, CRM, and analytics with direct impact on operations and sales.
-  **Key outcomes:**



Profitability
tool set-up



Go-to-market
& controlling



Reduced
manual work






Better
saturation



Faster decision
making

JAKALA SPA – Senior Manager

February 2020 – June 2022

-  Acted as a bridge between top management and delivery, translating strategy into execution and implementing complex business initiatives.
-  Directed multifaceted programs, aligning sales & marketing strategy with data & tech implementation, coordinating resources and leading multidisciplinary teams to achieve cross-functional objectives.
-  **Key outcomes:**



Global tenders
focal point



Led tech and
business



Developed
pricing models




Managed
negotiations



Managed
suppliers

ESTEE LAUDER – Business Intelligence Lead

March 2016 – January 2020

-  Led Corporate Business Intelligence and Business Transformation projects with a transversal approach, focusing on Finance (Brand P&L, pricing models) and Retail (trade terms and margin models).