



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**.

PROJECT PORTFOLIO [link](#)

PERSONAL DETAILS

- Via delle Forze Armate, 40 – Milano
- Telefono: +39 320 846 0494
- Email: ferrulli.walter@gmail.com
- Linkedin.com/in/walter-ferrulli

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 C2
- English C1

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).