

# Giacomo de Martinis

Date of Birth: 29/05/1997

Current Address: Viale Fulvio Testi 82, Milan (MI) 20126

Mobile: +393286506713 – e-mail: giacomodemartinis1@gmail.com

LinkedIn: [www.linkedin.com/in/giacomo-de-martinis/](https://www.linkedin.com/in/giacomo-de-martinis/)

## WORK EXPERIENCES

---

### **Samsung Electronics Italia – MX Division**

**Milan, Italy**

#### **Product Planning Specialist (formerly Product Data Analyst)**

*July 2024 - Present*

- Led product performance analysis across a €1B+ smartphone portfolio, tracking sell-in/out, market share, and channel trends to guide strategic decisions.
- Designed and automated 3 executive dashboards (Action Item, MIRA, Market Arena) monitoring 50+ weekly KPIs like flyer visibility, TMV%, ecosystem A/R, DTC and B2B portion - improving reporting efficiency by 30% and cross-team visibility.
- Managed Quarterly mobile forecasts and Annual Business Plan submissions defining sell-out/sell-in quantities and pricing across all channels to meet divisional Net Sales \$ targets, integrating sales adjustments and investments

### **Deloitte Italy – Growth Business Unit**

**Milan, Italy**

#### **Market Strategy Consultant**

*December 2022 - July 2024*

- Developed business plans for 3 cross-industry digital offerings (SAM €5 M+ each), defining pricing, target audiences, and go-to-market strategy - contributing to €1M+ in new pipeline value.
- Collaborated to the development of strategic partnerships and ecosystems within the Government and Public Sector, enhancing Deloitte's digital transformation capabilities and securing framework contracts valued at €2M+.
- Supported Account Managers and LCSP in identifying new cross-selling opportunities within the existing accounts. Additionally, developed presentations highlighting client success stories and proposals to win new clients.

### **PayPal – Financial Services Global Business Unit**

**Milan, Italy**

#### **Product Analyst Intern**

*September 2021 - September 2022*

- Developed the 4X revenue growth business case for the commercial debit card product in 11 European countries by analyzing large dataset on current financial performance, creating forecasts for BAU, and identifying growth levers such as co-marketing, cross-selling, onboarding optimization, integration with wallets and new product features.
- Proactively identified potential product opportunities in the point-of-sale (POS) market across four EU countries by conducting focus groups and 1:1 interviews with merchants, analyzing competitor products and gathering insights from market trends
- Supported the Italian team in the launch of "PayPal Buy Now, Pay Later" by assessing product performance and usability issues during the pilot testing phase, collaborating closely with the sales & marketing function on GTM activities and training the local colleagues on product's features, benefits, and target audience.

### **PwC Italy – Technology Consulting**

**Milan, Italy**

#### **PMO Consultant Intern**

*February 2021 - July 2021*

- Supported a team of 3 consultants in managing 10 data migration projects for a Data Lake by identifying data sources to be migrated and developing a data mapping strategy outlining how data from each source system would be transformed and loaded into the DL.
- Successfully developed project plans that detailed key activities, milestones, timelines, and resources needed to complete the project on time and within budget.

## EDUCATION

---

### **Catholic University of Sacred Heart**

**Milan, Italy**

*M.Sc. in Innovation & Technology Management*

*September 2019 - February 2022*

- Final GPA: 28.7/30

### **University of Trento**

**Trento, Italy**

*B.Sc. in Economics and Management*

*September 2016 - September 2019*

- Final GPA: 27.1/30

## LANGUAGES AND DIGITAL SKILLS

---

Italian (Native), English (Fluent – IELTS C1 level), Microsoft Office (Advanced), SQL, Python (Advanced)