

Giacomo de Martinis

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WORK EXPERIENCES

Samsung Electronics Italia – MX Division

Product Planning Specialist (formerly Product Data Analyst)

Milan, Italy

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

Market Strategy Consultant

Milan, Italy

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

Product Analyst Intern

Milan, Italy

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

PMO Consultant Intern

Milan, Italy

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

M.Sc. in Innovation & Technology Management

Milan, Italy

September 2019 - February 2022

University of Trento

B.Sc. in Economics and Management

Trento, Italy

- Final GPA: 28.7/30

September 2016 - September 2019

LANGUAGES AND DIGITAL SKILLS

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