

# PEDRO GIRARDI

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## WORK EXPERIENCE

### Freelancer

June 2023 - Current

- Estimated profitability per product line for a client in the active tourism industry, identifying unprofitable offerings and opportunities to renegotiate contracts with B2B clients; calculated the distribution of labor costs in a 40-person organization through on-site observations and interviews.

### Red Bul Soccer International

Leipzig, Germany

#### Manager Strategic Projects

December 2022 - May 2023

- Analyzed a variety of possibilities for the construction of RB Brangantino's new stadium, developing demand forecast analyses and providing a recommendation to global leadership.
- Managed a project that aimed to increase attendance at RB New York's matches, identifying causes of recent attendance drop, benchmarking against regional competitors and suggesting a path to long-term growth.
- Partnered with RB Leipzig's international marketing department in a strategy review, identifying countries with the most potential based on economic potential, fit to Red bull, and market competitiveness.

### Delivery Hero

Berlin, Germany

#### AdTech Commercial Manager for Europe

January 2022 – August 2022

- Managed AdTech performance of ten countries that generate €5MM/month, tracking topline and product KPIs.
- Identified opportunities for performance improvement, getting senior buy-in from global, regional, and local teams, and running PMO.
- Owned global pricing strategy, modeling the impact of repricings on restaurant churn and revenue.
- Analyzed trends in user behavior using BigQuery, leading to improvements in product design and data pipeline.

#### Global Sales Manager (Chief of Staff for VP of Global Sales and Revenue)

January 2021 – January 2022

- Support VP of Global Sales and Revenue with all of his key responsibilities, from developing financial planning to leading long-term strategic projects to assessing new verticals for DH.
- Supported regional teams with AdTech product rollout, leading project management and performing product performance checks and improvement suggestions; new product grew from €3MM to €10MM in 12 months.
- Created bi-weekly surveys that tracked employee engagement in 100+ person organization, developing custom reporting, identifying key trends, and implementing initiatives that addressed employee concerns.

### Boston Consulting Group (BCG)

Minneapolis, United States

#### Associate

July 2019 – December 2020

- Proposed new go-to-market strategy for Fortune 500 distributor. Analyzed transaction data to run pre-post model on the impact of partnership on sales and profitability, which confirmed initial hypothesis that the distributor's main commercial partner had hurt the bottom line. Designed presentation for CEO and direct reports, who chose to follow recommendations. Savings estimated at \$118MM over duration of the contract.
- Constructed several models for Fortune 10 Retail company in Indirect Procurement engagement. Used NLP and statistical tools to analyze and parse multi-billion row accounts payable dataset. Proposed cost-saving levers with \$30MM annual rate and advised against other levers after conducting legal research and benchmarks.

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## EDUCATION

### Carleton College

Northfield, United States

#### Bachelor of Arts, double major in Statistics and Economics

June 2019

- Economics GPA: 3.94/4.00, Cumulative GPA: 3.71/4.00,
- Distinction in Economics & Ada M. Harrison Prize in Economics (outstanding academic achievements & research)

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## SKILLS

- **Computer:** Extensive experience with R/RStudio, BigQuery (SQL), Alteryx, Excel, and PowerPoint
- **Languages:** English and Portuguese – Native; Italian – Fluent; Spanish – Conversational; German – Basic

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## INTERESTS

Triathlons (winner of two age-groups in Sprint distance events), [photography](#), cooking, traveling, cinema