

Oscar Logoteta

CIO/COO
Product lead
UX lead
Author



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Milan, 13 April 1983

English C1
Italian L1

About me

I am...

I am versatile and passionate about marketing, AI, design, and digital innovation. I love creating meaningful experiences by combining strategy and technology.

I'm most proud of...

Being a father to two fantastic children. Also, my degree in Communication Sciences after a more technical career path. I've also written several novels, primarily detective stories – look for "Il commissario Negri" published by Fratelli Frilli.

I'm proficient in...

Mixpanel, Looker, Miro, Asana, Jira, Cursor, Customer.io, Hubspot, SEOzoom, Semrush, ChatGPT, Claude, Figma, HTML, CSS.

I also have experience in...

Git, FlutterFlow, Storybook, SQL, Python, Javascript

Not my cup of tea

Focusing solely on analysis and being distant from delivery, developers, and designers. I love getting hands-on involvement.

Education

Bachelor's Degree in Communication Sciences and Digital Media

2024, Università degli Studi Marconi, Rome

the Project Management Lab®

2018, Agile Scrum, Kanban and Waterfall certification, Milan

CSS IWA Educational course

2010, 3WC school, Milan

Web Graphics Technician

2003 - 2005, Galdus, Milan

Perito Informatico

2002, ITIS E. Mattei, San Donato Milanese

References

Riccardo Galimberti

VP Engineering
Docebo
riccardo.galimberti@docebo.com

Franco Bernazzoli

CIO
former Pearson
f.bernazzoli@gruppolascuola.it

Giacomo Grimoldi

Digital Learning Strategist
former Pearson
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Work experience

2025 - Present: We Wealth

- **Operations & AI Integration:** orchestrated **agentic AI** systems implementation, **automating critical workflows** with **Cursor-driven development**. Achieved **45% budget efficiency** through intelligent automation and resource optimization.
- **Digital Strategy & SEO:** conducted comprehensive market analysis and **managed SEO campaigns using Semrush and SEOzoom**, optimizing web content for maximum online visibility and positioning.
- **Project Management & Innovation:** led complex technological projects **including AI platform integration**, coordinating cross-functional teams to **deliver** strategic goals **within timelines and budgets**.
- **Data Analytics & Conversion:** leveraged advanced analytics to optimize user funnels, **increasing conversion rates by 15%**. Defined KPIs and implemented data-driven strategies for continuous improvement.

2022 - 2025: Docsity

Product Manager for consumer area, **leading AI development initiatives** and monitoring API costs. **Specialized in UI/UX analysis, driving conversion rate** improvements and revenue growth through **data-driven** design optimization.

2019 - 2022: Docebo

Progressed **from Product Owner to Product Manager** at a major tech company, managing feature implementation and **leading** the integration between **Docebo's ecommerce** platform and **AWS paid courses**.

2014 - 2019: Pearson

Evolved from Frontend Developer to UI/UX Lead and **Scrum Master**, gaining foundational experience in team coordination and agile project management.

2004 - 2014: RCS and Seat Pagine Gialle

Built foundational technical skills in frontend development (**HTML, CSS, Javascript**) and backend technologies (**PHP, MySQL**).