

Pierdomenico **Fiadino**, Ph.D.

Head of Data and Analytics @ MessageBird.com

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Data professional with a wealth of experience in impactful data-driven projects and with proven track record in leading successful data and analytics teams.

Currently, I manage the Data team at MessageBird, a leading multichannel CPaaS (Communication Platform as a Service) company. In the course of my career, I have worked in several application fields, focusing on data analytics and decision science for the SaaS market in the recent years.

The years spent in R&D centres and my PhD studies in Data Mining and Machine Learning at TU Wien completed my hands-on and pragmatic profile with a theoretical and research attitude. During my PhD, I have authored more than 30 research publications in major international conferences and journals.



Experience

Head of Data and Analytics@ MessageBird (SaaS/CPaaS)

2023 - curr.

- Manage cross-functional team composed of Data Engineers, Analytics Engineers, Data Scientists and Data Analysts
- Leading data initiatives company-wide: implementation of software instrumentation and tracking, data ingestion pipelines, data modeling and DWH architectures, metrics definition, institutional reporting and data science.
- Data reporting for C-Suite and moderating Weekly Business Reviews for the Product and Go-To-Market departments

Product Analytics Manager @ Bitpanda (FinTech/Crypto)

2022 - 2023

- Kick-off data analytics function from scratch, from hiring to definition of Product Analyst role
- Rollout of first company's A/B tests, with impact throughout the whole customer funnel
- Definition of Product's metrics framework, customer segmentation, characterization of ideal customer profile

Data Science & Analytics Manager @ Typeform (Software as a Service)

2020 - 2021

- Manage a team of data scientists focused on product analytics and prototyping of ML-driven features
- Coordinate data strategy and objectives of multiple product and customer success squads and tribes
- Liaise with product stakeholders in setting measurable goals aligned with company's north star

Data Tech Lead @ Typeform (Software as a Service)

2019 - 2020

- Technical leadership across charters of data scientists; facilitating cross-functional collaboration among data scientists, data engineers and ML-specialists; definition/propagation of quality standards, best practices, tools, methodologies; technical reviews; coordination of development of internal analytics tools and libraries
- Hands-on work in strategic and multi-disciplinary projects aimed at informing upper management's decisions

Data Lead @ Zeelo (smart transport sharing and Software as a Service)

2018 - 2019

- Establishing and leading rollout of company-wide data activities end to end (platforms, analytics, machine learning)
- Development of internal smart/ML-driven products for prediction of human mobility through heterogeneous sources
- Business Intelligence: producing actionable insights for business development, operations, marking; design of business logic for ETL processes and Data Warehouse architecture

Senior Data Scientist @ EURECAT Technology Center of Catalunya

2016 - 2018

- Technical leadership in applied R&D projects in the fields of Intelligent Transport Systems, Smart Cities, IoT
- Business Intelligence, Big Data Platforms, Data Quality Assessment, data consultancy to SMEs and startups

R&D Engineer, Data Analytics @ FTW Telecom Research Center of Vienna

2010 - 2015

- Commercial R&D projects in the field of network data monitoring and analytics in collaboration with major ISPs
- Machine Learning and Data Mining techniques applied to massive network datasets: exploratory analysis of network data, human mobility characterization, user profiling, detection and classification of network anomalies

Education

Doctorate Degree (PhD) in Information Technology @ TU Wien (Vienna, AT)

2015

Dissertation: Data Analytics in computer networks and design of ML systems for anomaly detection and diagnosis

Master Degree (MSc) in Computer Engineering @ Sapienza University of Rome

2010

Major in Data Mining. Dissertation: Extract of mobility patterns from mobile network using Data Mining techniques

Bachelor Degree (BSc) in Computer Engineering @ Sapienza University of Rome

2008

Final project: design and implementation of a Java application for P2P file sharing

Technologies



Languages

 [ITA]	mother tongue	 [CAT]	good proficiency
 [ENG]	high proficiency	 [ESP]	basic level
			Last update: July 2023