Raffaele Farinaro
Product Manager

Product Manager with a background in Engineering Physics and strong coding proficiency.

Proven track record at Scandit taking products from Hackathon to Enterprise Launch.

Expert in Computer Vision and GenAI, combining deep technical knowledge with commercial acumen to build multi-million dollar solutions.

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Address
Zurich, Swizerland

Socials

Linkedin
raffaele-farinaro

Languages

Italian
Native

English
Professional working

Spanish
Medium

German
Elementary

Turkish
Elementary

Experience

Product Manager
Scandit

May 2021 - Present

Zurich, Swizerland

- GenAI Innovation: Spearheading the company's first fully GenAI-driven agentic solution from concept to MVP to solve complex user workflows.
- Product Launch (SparkScan): Incubated "SparkScan" from hackathon idea to commercial flagship product. Successfully launched to market, securing adoption by Fortune 500 enterprise clients (including Walmart).
- Product Turnaround (Smart Label Capture): Took ownership of an underperforming OCR product. Reversed negative trends by driving in-house AI model improvements and re-architecting APIs for better Developer Experience.
- Data Strategy: Built a product analytics dashboard used across Engineering and Sales to track adoption, identify at-risk accounts, and analyze churn drivers.

Solution Architect
ARET video & audio engineering

Jan 2019 - Apr 2021

Milan, Italy

- Tender Management: Secured multi-million Euro contracts by orchestrating technical proposals and designing tailored hardware/software integrations for international tenders.
- Full-Stack Development: Sole developer for custom client solutions; owned the full lifecycle from requirements gathering to deployment, optimizing workflows for major broadcasters.
- Global Commissioning: Managed complex system integrations across EMEA, acting as the primary technical bridge between clients and internal teams.

Skills

Product

• Product Lifecycle, • Roadmap Strategy	Agile/Scrum	• User Discovery • A/B Testing • API Design	Go-to-Market Strategy

Technical

Computer Vision	LLMs	Data Analysis	Python	HTML / JS
	Agentic AI		Swift	Kotlin

Education & Certifications

Politecnico di Milano

Engineering Physics
Bachelor
2013-2016

Politecnico di Milano

Nano Optics and Photonics
Master
2016-2018

Duke University

Machine Learning Foundations for Product Managers
Coursera Edition Course
2024

Vanderbilt University

Agentic AI and AI Agents: A Primer for Leaders
Coursera Edition Course
2025

Side projects

upwordo
- Built an AI-powered language learning web application integrating the OpenAI API. Managed the entire product lifecycle from concept and design to coding and launch.
- Successfully achieved commercial viability; the product is live, serving users, and generating revenue.

upwordo.com

Fisici Senza Palestra
- Founded a scientific outreach community and blog, managing a team of authors.
- Achieved significant media visibility, featuring on VICE.com and national radio interviews for making complex science accessible to the public.

fisicisenzapalestra.com