



Raffaele Farinaro

Product Manager

Technical Product Manager with a background in Engineering Physics and strong coding proficiency (Python, Swift). Proven track record at Scandit taking products from "Hackathon to Enterprise Launch" (used by Walmart). Expert in Computer Vision and GenAI, combining deep technical knowledge with commercial acumen to build multi-million dollar solutions.



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Zurich, Switzerland

Socials



LinkedIn
[raffaele-farinaro](https://www.linkedin.com/in/raffaele-farinaro)

Languages



Italian
Native



English
Professional working



Spanish
Medium



German
Elementary



Turkish
Elementary

Experience



Product Manager
Scandit

May 2021 – Present

Zurich, Switzerland

- 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
Agentic AI

Data
Analysis

Python
Swift

HTML / JS
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

