LUCA PELLI

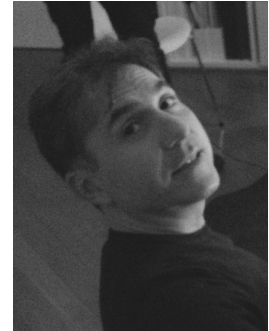## IT Manager

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Sex Male| Date of birth 26/11/1966 | Nationality Italian

My aspiration is to create business value with technology. When possible I try to bring an agile culture in my teams with focus on customers needs. I keep up to date with all the useful technology that helps to deliver successful projects.

WORK EXPERIENCE

December 2012 Present	**IT Manager**
	Digital Division - Max Mara Fashion Group

Digital Division is a business unit of Max Mara Group. It was founded in 2012 with the main goal to complete an e-commerce project (B2C/B2B) for all the brands of Max Mara Fashion group. Other important projects of the business unit are : Implementation of salesforce, API management with Mulesoft Enterprise edition

Main roles and responsabilities

- Agile coach and manager of the internal IT team
- Coordinator of remote developing teams
- Manager of hybris competence centre of the group
- Manager of the mobile project of the group
- Manager of the project for Salesforce Implemetation
- Manager of the AWS competence centre of the group
- Manager of corporate domains and TLS certificates portfolio
- Member of the board of the IT Managers of the group

Main Activities

- IT coordinator of Multi region, multicountries and Multilanguage B2C/B2B website projects for all the brands of the group.
- Integration with Salesforce platform, design and implementation of service cloud and marketing cloud
- Delivery of mobile project for all the brands of the group
- Application maintenance and evolution of the legacy web projects
- Manager of technical support for the B2C and B2B web projects of the brands of the group

Main Projects

- B2C web sites : maxmara.com, maxandco.com , pennyblack.com, marinarinaldi.com, weekendmaxmara.com, marella.com, iblues.it,

diffusionetessile.com, sportmax.com

- B2B websites: maxmaraorders.com, marellaorders.com, maxandcoorders.com, marinarinaldiorders.com
- Cross-borders Websites in partnership with eshop world
- implementation of Salesforce (service cloud and marketing cloud) for all the brands of the group
- Mobile App for Diffusione Tessile with omnichannel services
- Corporate web sites : edumaxmara.com, collezionemaramotti.org, maxmarafashiongroup.com
- Starting and managing the Hybris Competence centre of the group
- Starting and managing the salesforce Competence centre of the group
- Continuous delivery for the B2C/B2B Projects

Main technologies involved in the projects

- SAP Hybris Platform, Magnolia CMS
- Salesforce (service cloud and marketing cloud)
- Oracle Enterprise DB, Mysql DB
- Mulesoft ESB (API integrations)
- AWS (hosting, CDN)
- Flask, Django, Python3 (for Integrations and data retrievement)
- Jira and confluence (ticketing , documentation and project managing)
- Git, github, bitbucket (versioning and code repository)
- New relic, JMX (Application monitoring)
- Jenkins (continuous integrations and deployment)
- Docker and dockerhub for containeraization

December 2010 December 2012	**IT Consultant and Senior Web Developer** freelance

IT consultant and full stack web developer of projects mainly realized with magento and wordpress framework. Landing pages and web applications mainly realized with LAMP technology

Main Technologies apllied:
Magento, Wordpress, Prestashop, PHP, Mysql

May 1993 December 2010	**IT Manager** Divina Srl

Divina srl was a Fashion company (closed on the june 2014). The business was mainly the wholesale distribution of the brand Divina in all the major European countries (Italy included) and Hong Kong.

Main projects

- B2B and Order entry web site
- Portal for Agents
- Corporate Web site
- picking and delivery automation
- Digitalization of company's archive
- BI and reporting for executive and salesforce
- remote wholesale office network with HQ (Dusseldorf, Milan, Bologna)

Main Techonologies used for the projects:

- AS400 IBM
- Windows Server
- Java, C++, RPG IV
- Lotus Notes
- Business Object

May 1992 May 1993	**Software Engineer** **Reggiana Viterie SPA**
	Reggiana Viterie produce bolts for all the majors companies of the automobile industry. I was involved in the project of the realization of the new enterprise management software

EDUCATION

2012	**Object Oriented Python** **University of Toronto**
2008	**wireless Hacking** **Zone-h**
	Enterprise security and possible breach in wireless networks
2001	**Planning and development of corporate IT** **SDA Bocconi**
	Strategy and methods for running IT in a corporate enterprise company

2000	**C++ programming** **IFOA**
1992	**Degree in Physics** **University of Bologna**
	Area of specialization : Solid State Physics, in particular Microelectronics. Thesis : Statistical Quantum fluctuation in nanoscale miniaturization of electronic device
1991	**English** **C.E.L.T University of Stirling**
1986	**Perito Elettronico** **Istituto Tecnico Industriale Statale "Leopoldo Nobili" Reggio Emilia**

SKILLS

Languages	Fluent (written, spoken, read) English , Italian mothertongue
OS	Linux, Mac OSX
Web Tech	Html5, Css3, Javascript/Jquery, PHP, Python
Framework	SAP-Hybris, Flask, Django, Magento, Wordpress
Monitoring	New Relic
PM and Ticketing	Jira and Confluence
Versioning	Git, Github and Bitbucket

CONFERENCES REGULARLY ATTENDED

Python, Django	Pycon Italia
Coding	Codemotion
Agile	Italian Agile Day
development	Hybris Summit
Sap-Hybris	Magnolia Conference
Magnolia CMS	AWS summit
AWS	Dreamforce
Salesforce	Google Next
Google	