ANDREA CAPPA

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Senior Product Manager with 7 years of experience scaling B2B SaaS platforms in compliance, fleet, and operations across global markets. Proven in GTM strategy, operations management, and building products in regulated environments. Passionate about cross-border payments and stablecoins. Cornell Tech MBA '24.

SKILLS & TOOLS

Tech Stack & Platforms: SQL, Tableau, Excel, Python, Elastic Stack (Elasticsearch, Kibana), Logstash, Salesforce, HubSpot, ClickUp, Trello, MS Project, Lever, Zapier, Postman, Notion, Miro, Figma, Photoshop, Canva, Google Analytics, Asana.

Core & Strategy Skills: Product Roadmap Planning, Go-to-Market Strategy, Product-Led Growth (PLG), Customer Discovery, International Expansion, User Onboarding & Activation, Cross-Functional Collaboration, Agile & Scrum Methodologies, API Integration Strategy.

PROFESSIONAL EXPERIENCE

TEKTOME, INC
B2B SaaS startup offering AI-powered compliance & operations solutions for the AEC industry   (Remote) Tokyo, Japan
Global Business Operations Manager   10/2024 - Present

- Led Tektome's first international expansion, running 40+ discovery interviews, launching at 6 expos, and validating UK as the priority market based on traction.
- Closed 3 paid pilots within 1 month after launch with leading European design firms and generating 20+ qualified opportunities.
- Unlocked US compliance market by securing partnership to legally host regional regulations and expand product eligibility.
- Cut hiring system costs by 70% ($35k) by renegotiating Linkedin contracts and restructuring workflows in Lever, reducing required user seats by 30% .

JOTTO AI
AI startup building a real-time enterprise feedback analytics platform   New York, USA
AI Product Manager - MBA Internship   07/2024 - 10/2024

- Defined product strategy and MVP roadmap for an enterprise SaaS platform, collaborating with engineering and design to deliver the first release.
- Developed a data-driven pricing model and user segmentation to support go-to-market planning and accelerate early adoption.

POWER REPLY
Enterprise tech consulting firm focused on data infrastructure and regulated environments   Milan, Italy
Senior Product Consultant - Enterprise Solutions   02/2022 - 05/2023

- Delivered Iride, a real-time log management platform built on Elastic Stack, integrating 10+ systems and processing 40GB/day of operational data to reduce risk for Italy's leading gas provider.
- Contributed to over $450k in new business for Power Reply by leading development of a high-impact solution in the energy sector.
- Led a cross-functional team of 5 engineers and analysts through the full product lifecycle, including 2 direct reports, aligning technical, analytics, and compliance stakeholders in a highly regulated environment.

PROMETEON TYRE GROUP
Formerly Pirelli - Global industrial tire manufacturer   Milan, Italy
Product Manager - Fleet Solutions   11/2018 - 02/2022

- Built and launched [Pro Check](#), the company's first SaaS platform for tire and fleet performance, adopted by 100+ clients across 7 countries and supporting 1,000+ inspections/month.
- Led a cross-functional team of 10+ engineers, commercial, and marketing stakeholders across Europe, Turkey, and Brazil to deliver new features and market rollouts.

- Forged 3 strategic partnerships with automotive leaders to expand capabilities in driver behavior analytics, fleet safety monitoring, and performance tracking.

Business Intelligence Analyst (concurrent role)   11/2018 - 08/2019

- Built Pro Data, Prometeon's first suite of real-time dashboards, enabling sales and leadership to access actionable market and operational insights.
- Led Tableau adoption and redesigned BI architecture covering 20+ years of historical data across sales, operations, and IT.

SWEETGUEST
Series B Italian hospitality-tech startup, official Airbnb partner   Milan, Italy
Performance Marketing Manager   01/2018 - 11/2018

- Led Google and Facebook campaigns that drove over 90% of new customer signups and contributed to a ¥700K direct investment from Airbnb Italy.
- Ran A/B tests on ad creatives and landing pages to optimize conversion rates and reduce customer acquisition cost during rapid scale-up.

EDUCATION

CORNELL UNIVERSITY (SC Johnson College of Business)   New York, NY
Master of Business Administration (Tech MBA)   06/2023 - 05/2024

- Major: Information Technology Project Management
- Keen focus on Product Management & Artificial Intelligence

BOCCONI UNIVERSITY   Milan, Italy
MS, Marketing Management   09/2015 - 12/2017
BS, Business Management   09/2012 - 07/2015

ADDITIONAL INFORMATION

Languages: English and Italian (Bilingual), Spanish (Intermediate), Mandarin Chinese (Beginner).
Professional Interests: Web3, Stablecoins, Cross-border payments and remittances, AI-powered knowledge management, health tracking, IoT, AI agents automation, tech operations.
Sports & Activities: Acting (20+ years of practice), Basketball, 3D printing and design, woodworking, tech DIY.