

# ANDREA CAPPA

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**Senior Product Manager** with 8+ years scaling B2B SaaS platforms. Versatile and hands-on, with a track record spanning early-stage startups, tech consulting, and global enterprises. Combines high-level strategic vision with technical execution across US, EU, and APAC markets. Driven to build impactful software that genuinely improves users' daily lives. Cornell Tech MBA '24.

## CORE SKILLS & TOOLS

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**Technical, AI & Data:** API Architecture & Integration, N8N, LLM Workflows (Vibe Coding), Elastic Stack (Elasticsearch, Kibana), Tableau, Excel, Google Analytics, React (Native/Fiber), Expo, Three.js (Architectural Familiarity), Python, SQL.

**Product Strategy & Leadership:** Go-to-Market (GTM) Strategy, Product-Led Growth (PLG), Roadmap Planning, International Expansion, Cross-Functional Leadership, Localization & Market Readiness, KPI Definition.

**Product Operations & Design:** Agile & Scrum, Jira, Figma, Notion, Canva, Miro, Salesforce, HubSpot, Zapier, ClickUp.

## PROFESSIONAL EXPERIENCE

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### SIDECHEF

B2B2C FoodTech platform delivering recipe tech and marketing solutions.

Shanghai, China

#### Lead Product Manager

09/2025 - Present

- Pivoted legacy service architecture to a scalable SaaS model, driving a 50% increase in operational efficiency and \$40K in immediate upsells within the first 3 months.
- Secured \$250K in strategic development capital by pitching a vision-AI driven food app & 3D game (React Three Fiber) and leading the zero-to-one architecture and MVP phase.
- Maintained 100% roadmap velocity for a \$200K ARR enterprise account during a 50% workforce reduction by engineering an AI-driven Product Ops framework.

### TEKTOME, INC

B2B SaaS startup offering AI-powered compliance & operations solutions for the AEC industry

Tokyo, Japan

#### Global Business Operations Manager

10/2024 - 09/2025

- Led international market expansion by conducting 40+ discovery interviews and launching at 6 global expos, identifying the UK as the primary growth market based on traction.
- Accelerated GTM velocity by closing 3 paid pilots with leading European design firms within 30 days of launch, generating a pipeline of 20+ qualified enterprise opportunities.
- Unlocked US compliance market by securing partnership to legally host regional regulations and expand product eligibility.

### 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 \$120K 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

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### 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

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**Languages:** English and Italian (Bilingual), Spanish (Intermediate), Mandarin Chinese (Beginner).

**Professional Interests:** Cross-border payments and remittances, AI-powered knowledge management, health tracking, mobile games, IoT, AI agents automation, tech operations.

**Sports & Activities:** Acting (20+ years of practice), Tennis, 3D printing and design, woodworking, tech DIY.