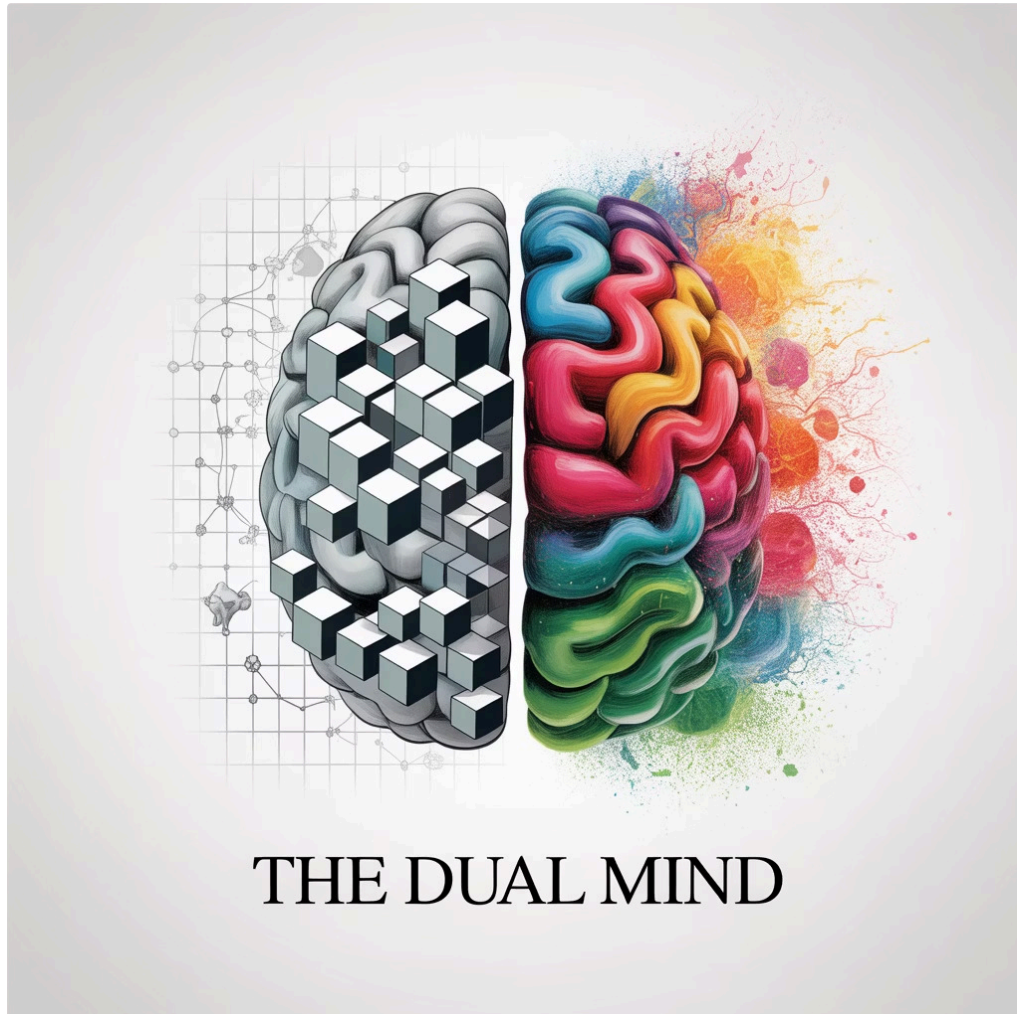# AI-First Transformation Leader

Elena Bianchini's Portfolio

Who I am

THE DUAL MIND

Multidisciplinary leader with over **20 years of experience** in product, technology, data and **artificial intelligence**. My career is characterised by a unique combination of **strategic vision** and **hands-on execution capabilities**.

I stand out for my ability to **lead complex and international teams** both in **structured corporate** contexts and in dynamic **start-up/scale-up** environments, where flexibility and rapid decision-making are essential.

My approach combines **creativity** and **quantitative analysis**: every strategic decision is based on **concrete data**, not on the hype of the moment. This methodology has allowed me to achieve **measurable and sustainable results** in different sectors and business contexts.

My mission

Innovation & methodology

Bring method, innovation and measurable impact to digital products. I transform ideas into concrete solutions that generate quantifiable value for the company and end users.

Simplify complexity

Transform complexity into clear roadmaps and tangible results. I translate complex challenges into structured and measurable action plans, ensuring alignment between vision and implementation.

Connect ecosystems

Connect business, technology and people for sustainable growth. I build bridges between different business areas, facilitating communication and alignment towards common goals.

Every project I undertake is guided by these fundamental principles, which allow me to create lasting value and meaningful transformations.

Innovation Portfolio

STARFISH – AI-Driven Industrial Automation

Context

Biogas and industrial plant sector characterised by high operating costs and inefficient maintenance processes, resulting in a negative impact on productivity and profitability.

Action

Conception and launch of a no-code platform based on artificial intelligence and Algorand technology, designed to optimise industrial processes and simplify maintenance.

Result

60% reduction in operating costs, immediate time-to-value for customers and significant increase in plant uptime, resulting in overall productivity improvement.

As Fractional CPO, I led the vision and end-to-end delivery of the project, coordinating multidisciplinary teams and ensuring alignment between technological objectives and business outcomes.

Algorand Labs + Banca d'Italia – Tokenisation of BTPs

Innovative project

Selected by the Milano Hub, the fintech innovation centre of the Bank of Italy, this pioneering project explored the potential of tokenising Italian Government Bonds (BTPs) for the retail market.

The initiative represented an important step forward in the application of blockchain technology to the regulated financial sector in Italy, opening new prospects for the digitalisation of financial instruments.

Technological implementation

Development of smart contracts on the Algorand blockchain, chosen for its scalability, security and environmental sustainability characteristics, particularly suitable for applications in the regulated financial sector.

Results and impact

The project led to the validation of a replicable technological infrastructure for the tokenisation of financial instruments, creating an important precedent for future innovation initiatives in the Italian and European financial sector.
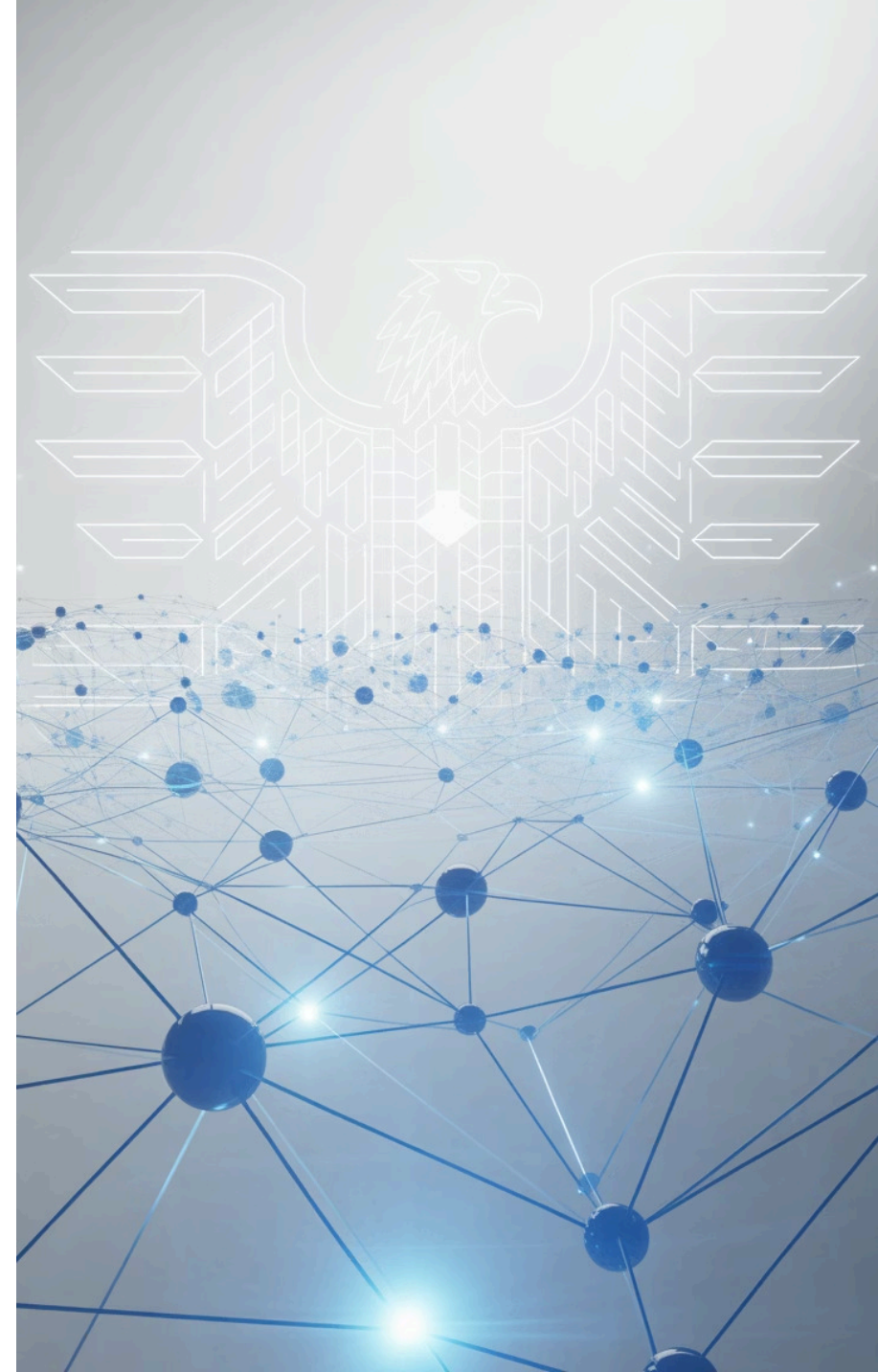
Product Portfolio

Growth 42/42 – Flight + Hotel

42 experiments in 42 weeks

Implementation of an intensive experimentation programme with a multidisciplinary agile squad, focused on the continuous improvement of the Flight + Hotel experience. A new experiment every week, every experiment a new opportunity for learning and growth.

KPIs constantly growing

The key performance indicators have shown a steady improvement throughout the programme, demonstrating the effectiveness of the experimental approach. The team has developed a strong data-driven mindset, using data to guide every decision.

Widespread testing culture

In addition to the quantitative results, the programme has led to a significant cultural change, with a greater diffusion of the testing culture and a strong sense of ownership among the team members, who have continued to apply these principles even after the conclusion of the programme.

How? Spotify-like Pod – Volo + Hotel

I have implemented an organisational model inspired by the Spotify framework: an autonomous team (Pod) composed of data scientists, product designers and engineers, an extremely important organisational choice that enables speed and tangible results, empowering the people who work with more enthusiasm and commitment.

Cross-functional autonomous team

A fully self-sufficient Pod with decision-making authority and freedom to experiment without organisational barriers, dramatically accelerating innovation and learning cycles.

Freedom to intervene in the code

Full access to the code base to quickly implement and test new features, overcoming traditional technical silos and dependencies between teams.

Culture of continuous experimentation

Data-driven approach with full autonomy in launching experiments, measuring results and iterating quickly, leading to a double-digit increase in hotel penetration and conversion rates.
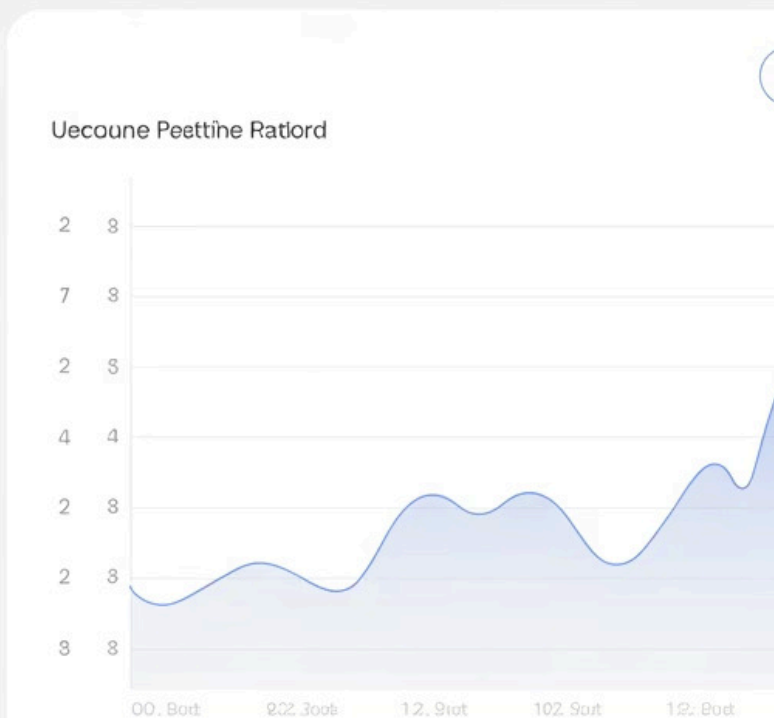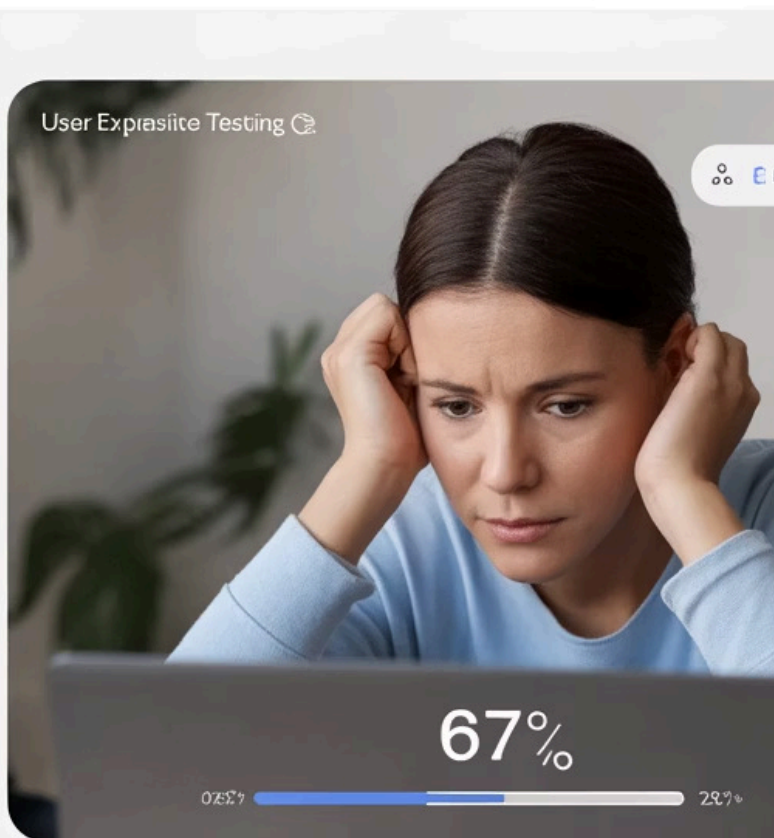
Infinite Loader: When Metrics Can Be Misleading

The Problem

The data showed an apparently "perfect" funnel, with excellent conversion metrics, but the actual user experience was compromised by an "infinite loader" where the metrics indicated a 13% drop-off of users

The Solution

Implementation of a holistic approach that combined in-depth user experience testing, targeted interface corrections. In particular, a more modern experience was applied, providing continuous feedback to the customer on the work in the background: "we are finding the right offers for you", "20 companies have responded"

The Result

10% increase in funnel completion rate, apparent improvement in business metrics: a more accurate data study showed that in reality users were willing to wait even in the face of a non-optimal UX because they were more interested in the results than the accuracy of the UX

The most important lesson: metrics alone are not enough. It is essential to combine quantitative data with qualitative observation of the user experience to obtain a complete and accurate understanding.

MyLastMinute – From Chaos to Clarity
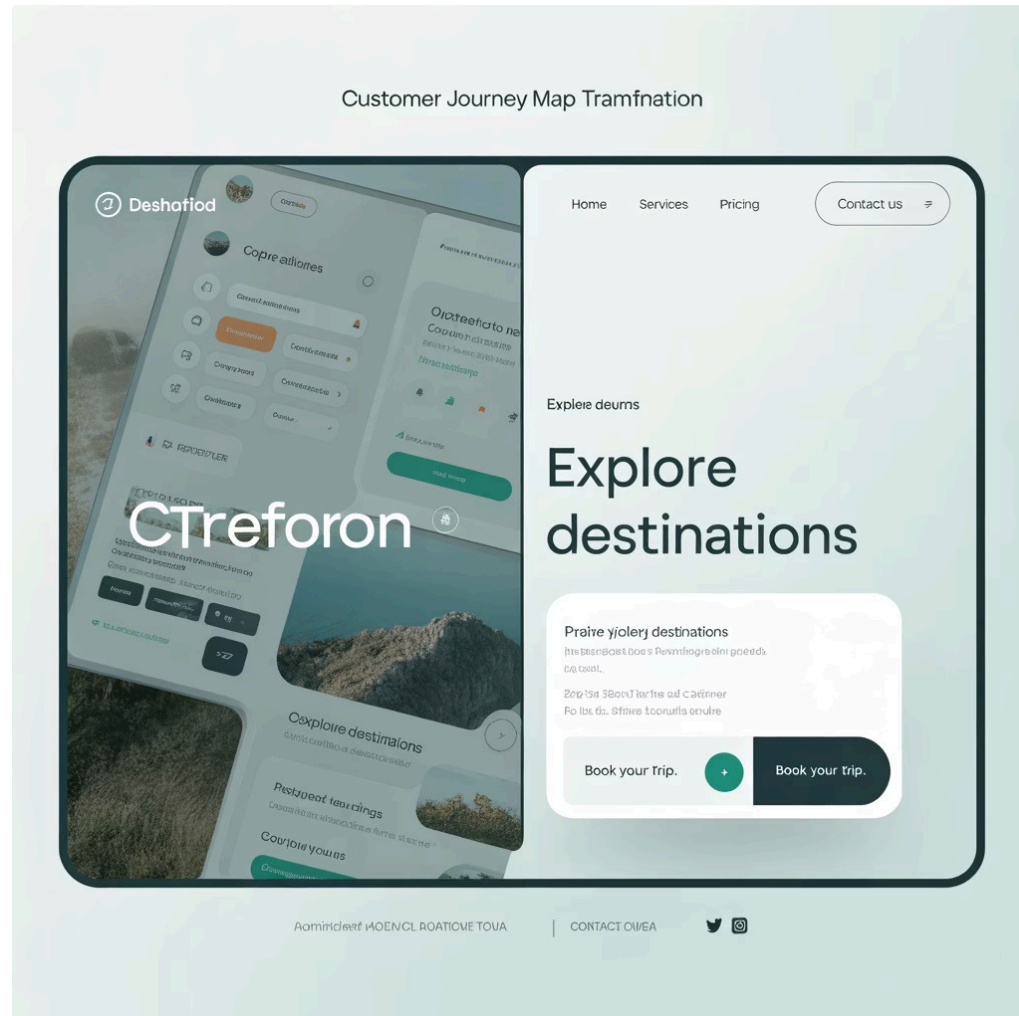
I faced a significant challenge: a volume of 400,000 customer service calls per day, mainly due to confusion and frustration in the post-purchase journey.
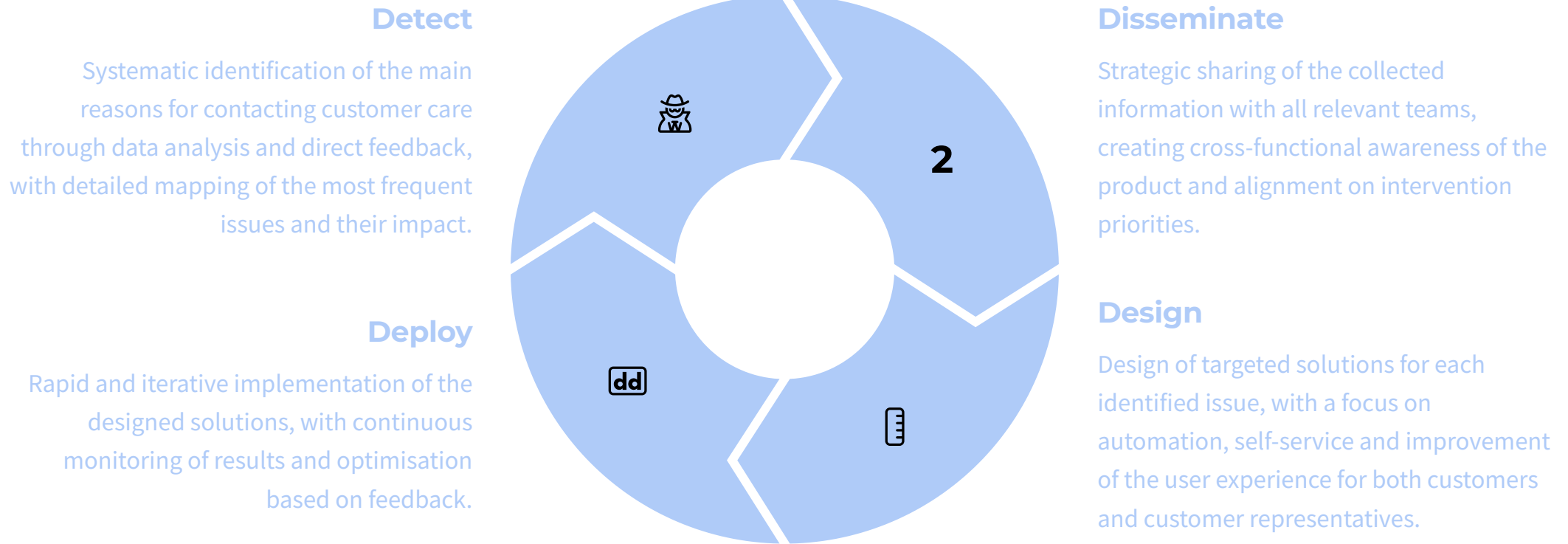
End-to-end approach

As Director of Product responsible for the post-purchase experience, I led a complete redesign of the customer journey, focusing on:

- Detailed mapping of friction points in the user journey
- Complete reconstruction of the confirmation email with a drastic simplification of the information, the first email with a timeline of the Travel-Tech market
- Implementation of intuitive self-service tools
- Improvement of the clarity of the information provided

Transformative results

The transformation led to a drastic reduction in call volume, a significant increase in Net Promoter Score (NPS), and an overall improvement in brand reputation, with a positive impact on customer loyalty and sales. The Self-service page has reached 19 million unique visits per year, becoming the second most important post-sales touchpoint

Customer Care Digitalisation – Lastminute.com

Detect

Systematic identification of the main reasons for contacting customer care through data analysis and direct feedback, with detailed mapping of the most frequent issues and their impact.

Disseminate

Strategic sharing of the collected information with all relevant teams, creating cross-functional awareness of the product and alignment on intervention priorities.

Deploy

Rapid and iterative implementation of the designed solutions, with continuous monitoring of results and optimisation based on feedback.

Design

Design of targeted solutions for each identified issue, with a focus on automation, self-service and improvement of the user experience for both customers and customer representatives.

2

The systematic application of this framework has led to a significant increase in the use of self-service services and a drastic reduction in the rate of calls to the customer care, improving both operational efficiency and customer satisfaction.

Company Culture Initiatives

Discovery Insurance PET – Methodology & Culture

Methodological Approach

Implementation of a rigorous discovery process based on the Teresa Torres method, with a focus on:

- Creation of a detailed opportunity tree to map user needs
- Conducting in-depth user interviews to validate hypotheses
- Development and validation of an MVP in just 3 months

Cultural Impact

The project had a significant impact not only on business results, but also on the company culture:

- Dissemination of a solid discovery culture throughout the organisation
- Adoption of continuous discovery practices by other teams
- Creation of a replicable framework for future innovation projects

This approach has allowed to significantly reduce time-to-market and increase the relevance of the solutions developed for end users.

Recruiting at Zalando & Facile.it

1300
Zalando Applications

Efficient management of a high volume of applications through a structured and innovative selection process.

25
Hires in 5 days

Extraordinary result achieved thanks to an intensive and highly efficient recruiting approach at Zalando.

3
Immediate Hires

Result of the on-site hiring night organised at Facile.it, demonstrating the effectiveness of unconventional recruiting formats.

These projects have set new records for time-to-hire and have significantly strengthened the employer branding of the companies involved, demonstrating how innovative approaches to recruiting can transform talent acquisition into a competitive advantage.

My Offer

Fractional CPO & Product Advisor

Strategic and operational support for the definition and implementation of effective product strategies, with a focus on measurable and sustainable results over time.

AI & Digital Transformation

Expert guidance in integrating artificial intelligence and digital technologies into business processes, with a pragmatic approach focused on business value.

Product Team Coaching

Training and mentorship for product teams, with a focus on developing the technical and soft skills essential for excellence in the management of digital products.

Interim Executive

Temporary support in leadership roles to guide transformations, launch new products or fill organisational gaps in critical phases of business evolution.

Multi-sector experience

My experience spans across various sectors, allowing me to bring cross-cutting perspectives and best practices from different contexts:

- Digital marketplaces
- Fintech and financial services
- Travel and hospitality
- Artificial intelligence and blockchain
- Energy and sustainability

I have had the privilege of collaborating with leading companies in their respective sectors, contributing to their success through transformation and innovation projects.

GLOBAL CONNECTIONS

Contacts

Elena Bianchini

AI-First Transformation Leader

> "Every transformation starts with a conversation."