

Sofia Marchetti

Senior Product Manager with Proven Expertise in B2B SaaS

sofia.marchetti@example.com | Milan, Italy | <https://www.linkedin.com/in/sofia-marchetti-pm>

PROFESSIONAL SUMMARY

Results-driven product manager with expertise in payments and fintech growth. Demonstrated success in leading cross-functional teams to develop innovative products that enhance customer experience and drive significant business results.

WORK EXPERIENCE

Product Manager, *Fintech Lda* — Milan, Italy Mar 2021 – Present

- Owned the payments roadmap end to end, significantly enhancing the product strategy.
- Conducted discovery with over 30 enterprise customers to refine product offerings.
- Prioritized and managed a 40-person engineering backlog, ensuring timely delivery of product features.
- Achieved a 65% growth in monthly active business accounts within 18 months.
- Redesigned the KYC flow, resulting in a 32% reduction in onboarding drop-off rates.

Associate Product Manager, *RetailTech SA* — Turin, Italy Jul 2018 – Feb 2021

- Managed the in-store analytics product and coordinated successful product launches across four markets.
- Launched a self-serve dashboard that was adopted by over 500 stores in the first quarter.

EDUCATION

MSc Management in Business & Technology, *Bocconi University* — Milan, Italy 2016 – 2018

- Thesis on product-led growth in fintech.

SKILLS

Hard Skills: Product discovery, Roadmapping, A/B testing, SQL, Data analysis, Stakeholder management

Soft Skills: Communication, Leadership, Prioritisation

Tools: Jira, Figma, Amplitude, Mixpanel

Languages: English (fluent), Italian (native), German (basic)

Certifications: Certified Scrum Product Owner (CSPO)

ACHIEVEMENTS & PROJECTS

- Grew MAU by 65% in 18 months
- Reduced onboarding drop-off by 32%
- Shipped a feature that added €1.2M ARR

AWARDS

- Internal Innovation Award 2023

VOLUNTEER WORK

- Mentor at a women-in-tech program