Martin De Bonis

Product Owner, Digital Specialist

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Achievements

- Raised $500,000 USD across diverse startup projects
- Developed and implemented digital assets for a startup undergoing a change management process
- Executed a successful digital transformation project, training stakeholders and employees in tool and technology implementation
- Conducted a needs analysis, evaluating time-to-market cycles, and reduced e-learning platform costs by 70%
- Doubled yearly revenues by designing a lead generation and sales process to secure contracts
- Managed 12,000+ monthly administrative tasks through multitasking

Skills

Software Development

Data Analysis

Business Intelligence

Business Strategy

Project Management

Intellectual Property

Sustainability

Analytics (reporting/visuals)

Marketing

Sales & Operations

Sports Management

Profile

Results-driven Digital Specialist and team leader with a proven track record in various technology environments and products. Adept at working both independently and collaboratively in a management support role, showcasing strong interpersonal skills. Possessing a solid background in marketing, business strategy, and commerce, which has contributed to the development of online assets/products, digital advertising, and web/mobile development. As a self-motivated professional, committed to continuous learning in technology and market trends, I strive for excellence in all aspects of my work.

Professional Experience

STA - Strutture e Trasporti Alto Adige   **2023 - Present**
Product Owner, Mobility Portal   Bolzano, Italy

- Ownership of Digital Products
- MVP Definition and Execution
- Financial Management
- Stakeholder Engagement & Public Procurement Coordination
- Leading End-to-End Digital Innovation Projects
- Implementation Roadmap Leadership
- Agile Product Planning and Development

Spiroverse.io   **2022 - 2023**
Acting CTO & Technical Team Leader, Product Owner   Remote, Seychelles

- Established the technical department, implementing values and process standards
- Collaborated with co-founders on go-to-market strategies
- Planning and realization of the IT infrastructure, evaluated and implemented IT tools
- Led a remote team of 8 in developing digital solutions (AI customer service platform, Telegram-based purchase process bot, NFT marketplace)

Backlot Media   **2021 - 2022**
Data Product Manager   Vancouver, Canada

- Ensured safe handling and storage of data for filming projects
- Managed connections for remote teams
- Assured data backup and delivery to stakeholders
- Met tight deadlines and specific requirements

Armoodillo FZ-LLC   **2018 - 2021**
Managing Director - Operation Manager   Dubai, UAE

- Founded Armoodillo, Machine Learning services startup
- Designed algorithms and app, product development and innovation leadership
- Acquired funding and established a digital consultancy company
- Conducted market opening and business development
- Managed small remote teams

DraculApp   **2015 - 2018**
Business and Innovation Manager   Dubai, UAE

- Generated leads and expanded business to AED 1M Dirhams for 3 consecutive years
- Doubled company's revenue within a year
- Analyzed and implemented improvements to optimize workflow and productivity
- Ensured timely delivery of projects, managed a portfolio of 30+ clients across EMEA region
- Completed 80+ projects during the tenure

IPAN (merged with CPA Global)   **2013 - 2015**
Project Responsible   Munich, Germany

- Began as an intern, promoted to Project Manager within 4 months
- Managed digitalization of a 120,000-design client portfolio
- Prepared monthly reports for stakeholders and partners
- Retained by a spin-off company for process optimization
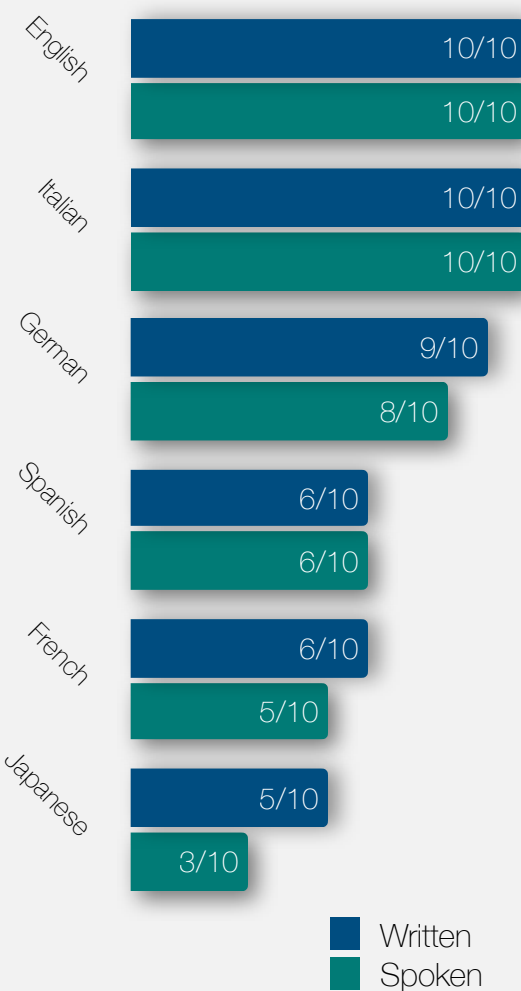- Worked on a digital integration project involving machine learning for IP asset management

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Languages

Language	Written	Spoken
English	10/10	10/10
Italian	10/10	10/10
German	9/10	8/10
Spanish	6/10	6/10
French	6/10	5/10
Japanese	5/10	3/10

Legend: Written, Spoken

Hobbies

Sports

Basketball

Skiing

Golf

Others

Online Trading (Stocks & Cryptos)

Creative Writing

Leadership Development

Aerial Photography

Gaming

Education

Sustainability and Business Innovation - Executive Master		**2024**
Bologna Business School - Alma Mater Studiorum		Bologna, Italy
WEB 3.0 Vocational Course		**2023**
MasterZ, Blockchain & Digital Assets		Remote
Digital Strategies for Business		**2017**
Emeritus		Singapore, Remote
Economics & Marketing - Bachelor Degree		**2012**
University of Bologna - Alma Mater Studiorum (Business Administration)		Bologna, Italy
Liceo Scientifico Tecnologico - High School Diploma		**2006**
I.T.I. Lyceum "G. Galilei"		Bolzano, Italy

Certificates

DJI Certificate of Excellence	**2019**
DJI enterprise - Drone operator, SDK developer	Rome, Italy
Python for Data Science & Data Mining	**2018**
lynda.com	Remote
Full-Stack Developer	**2017**
lynda.com	Remote
Sales, Distribution, & Marketing Operations	**2008**
Assoimprenditori Alto Adige - Unternehmensverb& Südtirol	Bolzano, Italy

Other Projects

Film Productions	**2021 - 2022**
Data Management Technician (freelancer)	Vancouver, Canada

Worked with large movie productions, TV and radio advertisements, and corporate video productions for various companies.

Crypto Token & NFTs	**2021 - 2022**
Consultant & Program Leader	Vancouver, Canada

Implementation and publication of Token (based on Solana & Polygon blockchain) and minting of NFT for Sports Events.

UAS Training & Robotic Automation	**2019 - 2020**
Trainer & Consultant	Dubai, UAE

Provided training and consulting for drone-based services deployment. Managed delivery and QA testing of robots for automatic cleaning in hospitals and public facilities. Ultimately hired as a local trainer for the team - UVD robots

Digital Innovation Projects	**2017 - 2019**
Consultant	Dubai, UAE

Abu Dhabi Executive Office - Data Platform & Cyber Security processes implementation
WeLikeWifi - Product leadership, IT architecture, technical assistance

Web Digital and Mobile development	**2015 - 2023**
Web Programmer (freelancer)	Remote

Website (re)design, mobile app development, growing reader base, content creation.
Dough it yourself, Rock Your Lyrics, Rahhala explorer, The Lighting Institute, beurewards.com, Welikewifi, among others