

# Giuseppe PIACENZA

Senior Product Manager | B2B SaaS & AI | 2x ARR to €14.6M | 0→1 & Enterprise Growth

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Senior Product Manager with a track record in **B2B SaaS**: scaled a connectivity product line **2x from €7.5M to €14.6M ARR**, lifted margins from **14% to 22%**, and expanded reach to **180+ countries** – landing **multi-billion-euro enterprise logos**. **Customer-facing throughout**: leads discovery, builds solutions with clients, joins sales calls to close. Currently **leading product at an ArtTech startup** built on **AI/ML integrity verification**: owns vision and delivery, line-manages engineering, and prototypes features hands-on. MSc in Telecom Engineering, MAS in Management, Technology & Economics (ETH Zurich).

## 📁 EXPERIENCE

Present May 2025	<b>Head of Product (Promotion), SMARTSTAMP AG, Zurich</b> <ul style="list-style-type: none"><li>➤ <b>Own product strategy, roadmap, and delivery</b> at a seed-funded ArtTech startup (<b>1M CHF raised</b>); line-manage a cross-functional team of engineering and UX as direct report to the CEO, prototyping features hands-on (Claude Code, Figma, Weavy) to tighten engineering specs.</li><li>➤ <b>Repositioned the product from mobile-first to web-first</b> after usage data showed adoption driven by galleries and auctioneers over individual collectors; realigned roadmap and GTM accordingly.</li><li>➤ <b>Unlocked 10+ gallery partnerships</b> and pilot talks with tier-1 auction houses by shipping the <b>ML-based trust-layer</b> (fingerprint registration + cross-verification) and directly pitching to prospects.</li></ul>
May 2025 April 2024	<b>Founding Product Manager (ETH MAS Capstone), SMARTSTAMP AG, Zurich</b> <ul style="list-style-type: none"><li>➤ <b>Delivered MVP 0→1 in under 6 months</b> on iOS and Android, ahead of schedule and under budget – as ETH MAS capstone under Prof. Fredrik Hacklin (Chair of Entrepreneurship).</li><li>➤ Ran <b>60+ customer interviews personally</b> with collectors, galleries, and appraisers to ground the product roadmap and build the backlog and GTM from zero.</li><li>➤ <b>Defined the product's North Star and supporting KPIs</b> and built the PostHog dashboard the team uses to track them.</li><li>➤ <b>Opened commercial talks with a leading Swiss art appraiser</b> by prototyping a tailored logistics workflow to their spec, used live as a working demo in the sales pitch.</li></ul>
May 2025 October 2021	<b>Connectivity Business Manager, OPEN SYSTEMS AG, Zurich</b> <ul style="list-style-type: none"><li>➤ <b>Scaled ARR 2x from €7.5M to €14.6M</b> and lifted margins from <b>14% to 22%</b> on the product line I owned (56% of total product-line revenue).</li><li>➤ <b>Landed and renewed multi-billion-euro enterprise logos</b> by expanding global coverage to <b>180+ countries</b> and co-leading sales cycles: renewed a <b>~€10B</b> publicly-traded flagship customer and signed a new <b>~€4B</b> public-company logo.</li><li>➤ <b>Revived a near-zero product line after a leadership transition</b>: led market research, rebuilt pricing and segmentation, and shipped an API-based quoting platform with real-time KPI dashboards used daily by commercial.</li></ul>
October 2021 May 2020	<b>Technical Project Manager (Promotion), HUAWEI, Zurich</b> <ul style="list-style-type: none"><li>➤ <b>Led two technical teams (10 engineers total)</b> on 4G/5G site design, lifting weekly output by <b>66%</b> with an automation tool I designed and shipped. Promoted from Wireless Engineer.</li><li>➤ <b>Awarded Huawei Future Star 2020</b> after contributing to 250+ 4/5G site deployments across Switzerland.</li></ul>

## 🎓 EDUCATION

2023 - 2025	<b>MAS in Management, Technology &amp; Economics</b>   ETH Zurich — <i>Capstone: SmartStamp</i>
2017 - 2019	<b>MSc in Telecommunications Engineering (with honors)</b>   Politecnico di Bari
2014 - 2017	<b>BSc in Electronics and Telecommunications Engineering</b>   Politecnico di Bari

## 📋 SKILLS

<b>Product</b>	Product Strategy, Roadmap, Discovery, Prioritization, GTM, Pricing, OKRs, Product-Led Growth
<b>AI &amp; Data</b>	AI/ML Product, LLM & Gen AI, A/B Testing, Experimentation, User Research, Product Analytics, SQL, Power BI, PostHog
<b>Prototyping &amp; Build</b>	Claude Code, Figma, GitHub, Supabase, Weavy, Stripe, Firebase
<b>Leadership &amp; Tools</b>	Agile/Scrum, Jira, Asana, Notion, Cross-Functional Leadership, Stakeholder Management, Account Management, Hiring, Budget Ownership
<b>Languages</b>	Italian (Native), <b>English (C1)</b> , Spanish (C1), French (B2), <b>German (B1)</b>
<b>Certifications</b>	Professional Scrum Product Owner I (PSPO I)