

CURRICULUM VITAE



PERSONAL INFORMATION

First name / Surname

Address

Telephone

E-mail

Nationality

Date of Birth

PAOLO MORELLI

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Italian

10/07/1973



WORK EXPERIENCE

- Dates
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
- Main activities and responsibilities

From March 2014 - current

Portaltch Reply s.r.l, Milan

Ecommerce projects

Business Analyst and Pre Sales Manager

Portaltch Reply realizes as a system integrator complex international projects focused on ecommerce and based on SAP technologies.

As a Business Analyst I'm a team leader in Discovery activities, in which a team composed by analyst and technical specialists faces customer's stakeholders, analyzing in deep all business processes, functions and organizational topics regarding ecommerce, with the final scope of producing a complete solution design.

I take part to continuous operations in analyzing requirements and change requests in projects related to: commerce features, digital payments, customer segmentation, voice of customers, analytics and reporting, order management and logistics, system integration.

I'm part of CX design teams at the side of service designers and UX/UI specialists.

I lead solution design for voice of customers tasks, defining the technical integration solution, the survey content and strategy, the reporting content.

Technologies used to implement the solutions are: SAP Commerce cloud (was Hybris), SAP Customer Data cloud (was Gigya), SAP Marketing Cloud, Qualtics; but also IBM WebSphere Commerce, Adobe Marketing Cloud, Akeneo, Mirakl, Medallia, Tyk.

The main customers I worked with in effective project are: LUXOTTICA, SPAR, CNHi, ALPITOUR, COIN, OVS, ESSELUNGA, KERING, ABOCA, DAIKIN, FERRERO; NATURASI, DE'LONGHI; EATALY, LEONARDO ELICOPTERS, VIRGIN ACTIVE.

As a Pre Sales Manager I take part to presale operations towards leads and customers. I lead the analysis and preparation of technical documentation, the setup of architectural solutions, the coordination of external partners and suppliers for specific system integration activities, and the effort estimation to define project planning.

I'm a solution designer, with capabilities in proposing complete architectural and functional solutions based on SAP and other technologies according to project needs.

I also have the role of bid manager in private tenders.

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From April 2012 to December 2013

Onebip - Neomobile s.p.a, Milan

Mobile payment services

Project Manager

Onebip is part of Neomobile Group, one of the world's leading Mobile Entertainment and Commerce multinational company. Onebip is the leading global mobile payments provider for game publishers, social networks and other online media and digital companies, and allows companies to seamlessly monetize digital goods and services through a mobile payment solution, in more than 70 Countries, using direct connection with more than 250 mobile carriers.

I worked as a Project Manager inside the Tech Team of Onebip, and I was responsible for the planning of the team activities, the preparation of estimates and work plans. I was also the main interface for the internal Post Sales product team regarding the requirement analysis and solution design, and for the support to external customers about integration, product knowledge, customizations and maintenance.

I supported and was part of the organization of focus groups for qualitative research about our products and services, and I analyzed and reported quantitative data about Onebip online payment service, to gain a feedback to improve it.

I supported sales activities with a role of technical presales, writing technical documentation and taking part to RFI and RFP preparation for commercial tenders.

The main customers of Onebip, I have been in continuous contact with are in the field of Gaming (GAMEFORGE, AERIAGAMES) and Dating (BADOO, NETLOG, CUPID). I have also frequent contacts at technical level with telephone carriers and aggregators worldwide.

The technologies used in the project area are: PHP, MongoDB, MySQL, Javascript, Microsoft TFS, GitHub, Thoughtworks GO, NewRelic, DataDog.

I supported the use of Agile methodologies in the management of the planning, preparation and carrying out of the estimates of the developments and releases.

- Dates

From November 2008 to April 2012

- Name and address of employer

Tieto Italy s.p.a, Assago (Milan)

- Type of business or sector

Multinational System Integrator

- Occupation or position held

Project Manager and Pre Sales Manager

- Main activities and responsibilities

As a Project Manager I was responsible for project activities for key clients in Tieto, for the Media and Services direction. Tieto had in particular a strong collaboration with AMADEUS, a world leader in the "Travel", for which have been designed and managed B2B services, consisting of integrated technological platforms capable of handling the business end customers: UNICREDIT and TELECOM ITALIA. I coordinated two working groups of three people, taking care of the work plan and management, sharing software engineering and technical choices with the Solution Architect. Solutions built provided the management of travel expenses of employees, with the possibility to book flights, hotels, trains and other means of transport by web portals on the intranet. Project was completed by a survey functionality so to be able to collect voice of customers, and generate reports to improve service quality and contents.

At technical level have been used Java technologies, MS. NET, SQL Server and Oracle, with a large degree of integration with the central repository and the technological infrastructure of Amadeus. I've introduced and supported wherever possible Agile methodologies.

As Pre Sales manager I was responsible for the activities of support and assistance, for projects and technology services, supporting the sales executive, for Tieto customers and new prospects. The role included: analysis and preparation of technical and functional requirements, preparation of technical and architectural solutions, management of the technical internal coordination of partners and suppliers for specific system integration activities, estimation and project planning, participation in events and business activities. My activities also included the role of bid manager, for participation in public and private tenders.

This role put me in touch with customers in many areas: Industry (ABB, IMPREGILO), Telecom & Media (MEDIASET RTI, TELECOM ITALIA MEDIA BROADCASTING, VODAFONE, TELECOM ITALIA), Finance (BANCA INTESA, BPM, ING DIRECT), Services (ENEL, TERNA, AMADEUS), Public Administration (MUNICIPALITY OF MILAN).

- Dates

From February 2007 to November 2008

- Name and address of employer

Zero9 S.p.A., Milan

- Type of business or sector

Mobile entertainment and VAS services

- Occupation or position held

Project Manager

- Main activities and responsibilities

Head of Technology for the area called Digital Contents, within Zero9, service and content provider, leader in Italian VAS market.

I coordinated an internal group of six developers, consisting of Zero9 employees and external consultants, with direct responsibility on personnel management, work plan and technical choices. I have also carried out the supervision of projects implemented by partner companies, and all the activities performed by outsourcers. The role involved a direct and continuous relationship with

the Internal Marketing and Product specialists for functional analysis, CX design, development, and ongoing maintenance.

The technologies used in the projects were exclusively open source (Linux, MySQL, Java, Hibernate, Quartz), for the construction of a proprietary architecture allowing to manage VAAS services for different sales channels: WAP (m-site specific to different carriers), WEB (large consumer portals, affiliate campaigns and advertising), SMS (Premium interactive services), IVR (interactive services post paid). I also convinced the company to adopt Agile methodologies for some pilot projects, and for the continuous work in progress management.

- Dates

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- Occupation or position held

From July 2006 to February 2007

Etnoteam, Milan

Information Technology consulting company

Demand Account Manager at **VODAFONE ITALIA**

I worked as an Account Manager at Vodafone Italy, in the Business Demand structure. The role was to coordinate and manage projects on behalf of the Department of Technology, in the division defined as "Business Data", who ran initiatives aimed at the implementation of commercial products (Vodafone Casa) concerning: mobile data, interconnections, broadband, fixed -mobile convergence, analysis and data warehouse.

The role involved the intermediation between the Marketing Department, expressing the functional requirements, and the Information Technology Department, represented by specialized Functional Analysts. The account had the task of coordinating the working group, schedule activities, draw up the technical documentation for the various phases of the project. A prerequisite was the in-depth knowledge of the technological architecture of Vodafone Italy with all the various systems involved, and the knowledge of the business process of Vodafone Italy, comprehending quality procedures and document management.

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- Main activities and responsibilities

From July 2004 to July 2006

General Computer Italia, Lacchiarella (Milan)

Information Technology consulting company

CRM Business Analyst at **VODAFONE ITALIA**

The role was to manage the business requirements analysis and the project feasibility of technological projects inside Vodafone, with specific responsibility for the channel IVR (Interactive Voice Response). More specifically were managed services related to new tariff plans and options, to customer care service 190, and to the Loyalty program VodafoneOne. Among the most significant and innovative projects personally supervised can be noted Geographic number, concerning the fixed-mobile convergence, and the Dvb-h project for the management of TV services and contents on mobile.

Part of the job concerned the preparation of high-level technical documentation with UML support, about projects that had to be shared both with the internal division of Products and Services and the department of IVR software development with the supplier NORTEL . It was also a mandatory pre-requirement the knowledge of specific technologies used by Vodafone, as well as a deep experience in IVR applications, operational reporting, management of telephony, voice infrastructure and connectivity.

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- Main activities and responsibilities

From June 2003 to June 2004

Reitek S.p.A. – Gruppo Engineering - Ingegneria Informatica, Milan

Information technology products and services

Sales Executive

I held the role of commercial account, with the task of managing some direction's customers, supporting and managing directly the development and evolution of telephony services (traditional and VoIP), call center and IVR. I also participated in marketing campaigns and actions for business development with the goal to find new leads and customers.

I handled directly and autonomously customers belonging to different sectors: finance (*CEDACRI*, *CENTAX*), services (*GEMEAZ-EDENRED*, *SIEMENS*, *COS*), PA and local utilities (*ACAM La Spezia*, *VELA Venice*, *REGIONE EMILIA ROMAGNA*), telemarketing and call center (*CALL&CALL*, *WIND-ITALIAONLINE*, *LA MARCHIGIANA*, *TESMED*).

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From September 1999 to May 2003

Reitek S.p.A. – Gruppo Engineering - Ingegneria Informatica, Milan

Information technology products and services

Software Developer, Foreign partners support, Pre Sales manager

As a Software developer I was involved in the development of some software modules and applications for the platform called Contact Highway, owned by Reitek, a complex call center solution VOIP based. I programmed mostly in C and Java on Unixware and Linux platforms.

In the role of International support I worked with partner companies and foreign customers of Reitek. I have carried out: training activities, coordination of technical and commercial tasks, production of technical documentation in English. I also held the position of Technical Project Manager on projects involving partners abroad, with experience in the Netherlands, Germany, and Poland.

As Pre Sales Manager I was involved in support and technical assistance to commercial agents in a presales phase, including the analysis of the requirements and the needs of end customers, and the drafting of proposals for functional solutions and technology architectures.

I handled the drafting of technical annexes to be included in the economic offers and the assessment of the estimates of the resources needed for the realization of projects and job orders. I could therefore work in different sectors: finance (*CEDACRI, CREDEM, MEDIOLANUM, CRIF, BANCA SELLA, BPM, FINDOMESTIC, FINCONSUMO*), Public Administration and energy local utilities (*ACAM La Spezia, AMPS Parma*), telemarketing and telephone services (*ALBACOM, ATLANET, CALL&CALL, TELECOM ITALIA*). I had also the opportunity to collaborate with important technology partners (*ENGINEERING, NCR, REPLY, SIEMENS, TELEAP, TIETO*).

I was in charge of the organization of demos, fairs and events that involved a demonstration and a technical examination of the product. This role also gave me the opportunity to travel frequently both in Italy and abroad, to participate in meetings with clients, at conferences and trade shows.

EDUCATION AND TRAINING

- Dates
- Name and type of organisation
 - Title of qualification awarded
- Dates
- Name and type of organisation
 - Title of qualification awarded
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 - Title of qualification awarded

September 1999

Order of Engineers in Milan

Licensed to practice the engineering profession, as a result of passing the State Exam.

From September 1992 to July 1999

Politecnico di Milano

Major Degree in Telecommunications Engineering

From September 1987 to July 1992

Liceo Scientifico, in Somma Lombardo (VA).

Scientific high school diploma

PERSONAL SKILLS AND COMPETENCES

MOTHER TONGUE

OTHER LANGUAGES

Self-Assesment

European Level

English

French

Spanish

Italian

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	
C2	C2	C2	C1	C1
B2	B2	B1	A2	A2
A1	A1	A1	A1	A1

SOCIAL SKILLS AND COMPETENCES	<p>I consider my relationship skill one of the most characteristic and significant of my professional profile. I have excellent communication skills both in-house and towards external customers and suppliers, and I prefer roles that expressly require the application of these abilities.</p> <p>I've always been able to create and maintain good personal relationships in the workplace, and to participate actively and synergistically to group dynamics.</p>
ORGANISATIONAL SKILLS AND COMPETENCES	<p>I have had several times in my professional career the opportunity to organize and manage technical working groups, with excellent results and full satisfaction of the commitments. I think I have an excellent organizational skills and interaction with people, which apply even in private life, organizing trips and group of photographers. In all the most recent work experiences I had the task to manage and organize groups of technicians, and interact with internal or external customers, suppliers, and technology partners.</p>
TECHNICAL SKILLS AND COMPETENCES	<p>I have a proven track record in projects and technologies in CTI and IVR.</p> <p>I made several experiences in VAS and Mobile Payment field, with particular reference to the implementation of B2C services and integration with telephone carriers.</p> <p>I've a large and proven experience in commerce architecture and technical solutions, digital payments, voice of customers, marketing automation.</p> <p>I participated and coordinated software development projects based on both Microsoft (VB, .NET, Apache, SQL server) and Open (Java, Struts, Hibernate, JBoss, MySQL) environments. I have also matured over time skills and knowledge of technology architectures based on IBM, Oracle, SAP, and on other specific proprietary solutions.</p> <p>I've good skills in CX design with specific focus on functional requirements related to overall service design.</p> <p>I have mastery of the main design tools and project management, and experience in the application of process management methodologies (ITIL, COBIT, ISTQB), with particular experience and preference for Agile methodologies.</p>
ARTISTIC SKILLS AND COMPETENCES	<p>Passionate about photography, I followed some semi-professional courses, and I developed skills of professional preparation and editing of images, even managing to win some competitions. Passionate and competent about theater, cinema, music, literature, and graphic arts with preference for modern and contemporary art.</p>
OTHER SKILLS AND COMPETENCES	<p>I've always been very practical sport, I train regularly for agonistic running (half marathon and marathon), skiing, basketball and trekking.</p> <p>I carry out the role of Travel Coordinator for the agency Avventure nel Mondo, dealing with organization and logistics of group travel all over the world, at least twice a year, with experiences in India, Laos, Nepal, United States, Mexico, Bolivia, Indonesia, Turkey, Israel, Ethiopia, Tanzania, Cuba and all Europe and all Middle East.</p> <p>I perform volunteer work in the Exodus no profit foundation as a computer teacher and educator.</p>
DRIVING LICENSE	Italian driving license, type B
ADDITIONAL INFORMATION	Member of the Order of Engineers and equipped with individual VAT, I can evaluate proposals for consulting with remuneration and social security contributions day in favor of Inarcassa.

Authorization to the processing of personal data according to italian law, D.lgs. 196/2003 about Privacy.

Milan, 06/06/2026

