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# ANDREA IORI

## SOFT SKILLS

Fast learner
Problem solver
Team player
Adaptive

## EDUCATION

**Master of Product Management**
Product Heroes / Edgemony
2022 | Part-time

**Diploma of UX Design**
Glasgow Caledonian University
2019 | Part-time

**Bachelor of Marketing**
Modena and Reggio University
2011 - 2014 | Erasmus in Lisbon

## PRODUCTS

**Storie Locali**
Live events to discover the stories
behind the successes of local people.

**SpeedBack**
App to send real-time feedback to
students during class.

**Usabilla Demo App**
App used by the global sales team to
showcase Usabilla for Apps.

**FreeAgentHub**
LinkedIN for Basketball players.

### Enterprise Sales Engineer

iubenda | Legal Tech Saas
Jun 2020 - Present | Remote from Italy

iubenda is a leader in legal technology, offering solutions for legal compliance of websites and apps.

- Contributed to expanding the enterprise into new markets by advancing working relationships with customers and stakeholders, which generated a 10% increase in new clients.
- Accelerates assessment of the technical needs of new prospects, and exercise professional oversight over software implementation processes
- Exceeds annual targets in key metrics like profit, Iubenda product sales, and customer satisfaction, resulting in significant revenue margins.

### Technical Product Specialist

Usabilla by SurveyMonkey | CX Saas
Aug 2018 - Jun 2020 | Amsterdam

Usabilla is a cloud-based software company focused on CX and user feedback.

- Created new workstream initiatives that optimized product designs, development, and implementation, which boosted profitability by 80% and customer satisfaction rating by 60%.
- Successfully innovated an iOS Demo App, which drove quality accreditation and performance management.
- Identified and presented value-added business opportunities that increased product efficiency across all platforms while configuring and testing for both Usabilla and customer resources on systems designed.

### Product Support

Spotzer Digital
Jan 2018 - Jul 2018 | Amsterdam

Spotzer is a leading, digital marketing technology provider for enterprise partners and their SMB customers.

- Coordinated with all relevant product, scrum, operations, and developer teams to spearhead critical initiatives, and workflows to achieve team metrics, and productivity.
- Effectively Liaised with stakeholders to drive product management procedures that aligned client expectations and organizational objectives.
- Monitored product quality, tools, and documentation, allowing the conversion of product listings into revenue making avenues.

### Client Manager Italy

Spotzer Digital
Aug 2016 - Jan 2018 | Amsterdam

- Facilitated key project management lifecycles, managed associated risks, and applied change maangement best practices
- Created new processes that modernized customer's needs in collaboration with teams from operations, sales, designers, and copywriting.
- Actively participated in all product design processes that improved performance, capacity, and security.