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# Alessandro Scuotto

AI Program & Product Manager (Microsoft Certified) | New Business Line Growth (Optimizely Partner)

## PROFESSIONAL SUMMARY

Launched and scaled a new Optimizely-based business line (experimentation / personalization / CRO), defining value proposition, sales strategy, delivery model, and operating cadence to drive adoption across commercial and delivery teams. Built the partner-led GTM motion with Optimizely (co-marketing/co-selling, enablement assets, playbooks), accelerating market entry and creating a repeatable pipeline engine (€450k pipeline / 5 opportunities / 15 proposals | first 6 months). Led cross-functional programs (marketing, product, data, engineering) to implement experimentation roadmaps across digital journeys, improving core metrics (+57% e-commerce conversion) through hypothesis-driven testing. Established an experimentation operating model (governance, KPI framework, prioritization backlog, testing standards), reducing time-to-insight (-68% cycle time) and improving decision quality for stakeholders. Drove AI-enabled optimization initiatives across MarTech and business processes (automation, analytics, segmentation, content workflows), delivering measurable efficiency gains (-50% manual effort / €100k+ cost avoided). Influenced senior stakeholders (CMO/CIO/Heads of Digital) to align priorities, secure sponsorship, and scale programs across functions and markets (10+ brands).

## WORK EXPERIENCE

### PROGRAM MANAGER – AI & DIGITAL TRANSFORMATION

Jan 2024 — Present

Rome, Italy

#### Xister Reply

- Lead cross-functional delivery (UX/UI, data & analytics, MarTech) for complex digital transformation programs, ensuring structured governance, stakeholder alignment, and predictable execution across concurrent initiatives.
- Drove SEO + analytics transformation for Whirlpool EMEA e-commerce, leveraging Google Analytics and Power BI insights to deliver +174% organic traffic and +57% conversion rate.
- Increased repeat business +47% by establishing a client-success cadence (clear roadmap, decision transparency, and continuous value communication), strengthening trust and renewal/upsell momentum.
- Trusted partner to enterprise clients (e.g., Toyota, Stellantis, Whirlpool, Poste Italiane, Intesa Sanpaolo, Enel) to deliver transformation initiatives aligned to strategic priorities.
- Build team capability by mentoring junior consultants and accelerating onboarding through knowledge sharing and continuous improvement practices.
- New business line growth (Optimizely partner): leading partner-led GTM and delivery enablement to scale experimentation-led transformation offerings (€450k pipeline / 5 opportunities / 15 proposals | first 6 months).
- Implemented data-driven AI frameworks to enhance decision accuracy, significantly improving client satisfaction through tailored digital transformation solutions.
- Coordinated cross-functional AI initiatives that accelerated innovation cycles, improving market responsiveness and driving adoption of digital solutions across business units.

### AI PRODUCT MANAGER – MARKETING & BUSINESS PROCESS SOLUTIONS

Jan 2021 — Dec 2023

Rome, Italy

#### Xister Reply

- Spearheaded design and rollout of AI-powered solutions enabling clients to improve customer engagement, streamline processes, and expand digital capabilities.
- Launched an AI-generated podcast service for Toyota and Intesa Sanpaolo, enabling scalable personalized audio content and strengthening engagement at enterprise scale.
- Implemented AI-powered multilingual video dubbing for Enel, modernizing communication across international markets and reducing localization effort/cost (75% cost reduction).
- Expanded the AI service portfolio and proposition messaging, strengthening market positioning as an innovation partner in AI-enabled marketing and communication.

### DIGITAL MARKETING SPECIALIST (APPRENTICESHIP + INTERNSHIP)

Nov 2019 — Dec 2020

Rome, Italy

#### Servigas 2010 srl

- Designed and launched a new B2B/B2C e-commerce portal, defining category structure, requirements for ERP integration, UX flows, and go-to-market marketing plan; coordinated with legal advisors to ensure compliance.

- Re-architected website content and information architecture, producing copy/content updates in collaboration with the company webmaster to improve usability and conversion readiness.
- Managed and maintained the Google Business Profile, ensuring accuracy and continuous updates to support local visibility and trust signals.

## EDUCATION

|                                                                                                                                                                    |                                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| <b>MASTER'S DEGREE IN CYBERPSYCHOLOGY IN COGNITIVE PROCESSES AND TECHNOLOGIES   110/110 WITH HONOURS</b><br><i>Università Telematica Internazionale Uninettuno</i> | <b>Sep 2019 - Dec 2022</b><br>Roma, Italy |
| <b>BACHELOR'S DEGREE IN PSYCHOLOGICAL SCIENCES AND TECHNIQUES   110/110</b><br><i>Università Pontificia Salesiana</i>                                              | <b>Oct 2016 - Jul 2019</b><br>Roma, Italy |

## SKILLS

New Business Line Growth(*Advanced*), Partner / Alliance Management(*Advanced*), Go-to-Market (GTM) Strategy(*Advanced*), Sales Enablement (Playbooks, Co-selling)(*Expert*), Value Proposition & Offer Packaging(*Expert*), Program Governance & Delivery Leadership(*Expert*), Cross-Functional Leadership(*Expert*), Stakeholder Management (C-level/Enterprise)(*Expert*), AI Product Management(*Advanced*), Conversion Rate Optimization (CRO)(*Expert*), Personalization Strategy(*Good*), Consumer Behaviour(*Expert*), A/B Testing & Hypothesis-Driven Testing(*Expert*).

## CERTIFICATIONS

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|--------------------------------------------------------------------------------------------------|---|
| <b>OPTIMIZELY EXPERIMENTATION CERTIFIED CORE STRATEGIST (2025)</b><br><i>Optimizely</i>          | — |
| <b>MICROSOFT PROGRAM MANAGER SPECIALIZATION (2025)</b><br><i>Microsoft</i>                       | — |
| <b>MICROSOFT AI PRODUCT MANAGER SPECIALIZATION (2025)</b><br><i>Microsoft</i>                    | — |
| <b>MICROSOFT CERTIFIED MARKET RESEARCH &amp; COMPETITIVE ANALYSIS (2025)</b><br><i>Microsoft</i> | — |
| <b>SALESFORCE MARKETING CLOUD ADMINISTRATOR (2021)</b><br><i>Salesforce</i>                      | — |
| <b>MASTER DIGITAL MARKETING (2020)</b><br><i>Digital Coach</i>                                   | — |

## LANGUAGES

Italian(*Mother Tongue*), English(*C1 - Advanced*).

## LINKS

LinkedIn <https://www.linkedin.com/in/alessandroscuotto/>.

## PRIVACY CONSENT

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|--------------------|---------------------------|
| <b>ROME, ITALY</b> | <b>Jan 2026 — Present</b> |
|--------------------|---------------------------|

- I hereby authorize the use of my personal data in accordance with the General Data Protection Regulation (EU) 2016/679 for the purpose of the recruitment process.