Alberto D'Alessandro

Passionate Marketer & Proud Techie

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Birth date: 12/08/1978
Nationalities: Argentine, Italian



Summary

Passionate marketing professional, innovation advocate and strategic planner. Playing the infinite game of leading teams that are able to define, manage and deliver outstanding business models to help companies stablish sustainable relationships with their customers.

Work Experience

Product Management Manager (Argentina, Uruguay & Paraguay)

Equifax

October 2015 – Today

- Leading the Product Management Team (6 team members) for Argentina, Uruguay and Paraguay.
- Manage the innovation program of the company for the three countries.
- Deliver unique-in-market products based on insightful data, Analytics and Software & technology.
- **Main Goals: Over 25 successful products launched across LATAM. Double digit growth on innovation revenues last 3 years.**

Head of Product Marketing (Argentina)

Equifax

May 2014 - October 2015

- Leading the Product Marketing team for Argentina.
- Definition of GTM Strategy and Marketing Plans for the company product portfolio.
- **Main Goals: 2 New Verticals Markets developed. GTM Strategy & MKT Plan defined and managed for 5 Product Lines.**

Insurance & SMB Product Manager (Argentina)

Equifax

December 2011 - May 2014

- Deliver new products for SMB & Insurance verticals.
- Maintain and improve product portfolio.

Product Engineer (Argentina)

Equifax

February 2011 - December 2011

- Joined the company.
- Product definition and business models development.

Sr. Business Analyst (Argentina)

ABN Ambro, Generali

August 2009 - February 2011

- Leading Biz requirements definitions
- Business Analysis for Insurance and Banking verticals

Education

UDESA

M.S. in Marketing & Communications

2013 – 2014

UCASAL

B.S. in computer Science, Computer Science

2004 – 2008

Tech High School – EET Nro 2

Electronics Technician

1992-1997

Languages

English
Spanish

Top Skills

Innovation | Marketing & Comms | Marketing Strategy | Team Leadership | Product Management | GTM Strategy | Digital Marketing | New Business Development | Business Strategy | Analytics | Strategic Planning | Team Management | Computer Science | Business Model Innovation | Strategic Alliances | Brand Positioning | Voice of the Customer | Technology & Software Industry

Profile Mix

