

Sofia Marchetti

Senior Product Manager | B2B SaaS | Payments | Product-Led Growth

sofia.marchetti@example.com | Milan, Italy | <https://www.linkedin.com/in/sofia-marchetti-pm>

PROFESSIONAL SUMMARY

Senior product manager with hands-on experience scaling fintech and retail SaaS products across European markets. Delivered a 65% increase in business account activity and developed payment features that grew ARR by €1.2M. Skilled in product discovery, roadmap ownership, and leading cross-functional teams of up to 40 people. Fluent in English and Italian, relocating to Berlin to lead product at a B2B SaaS scale-up.

WORK EXPERIENCE

Product Manager, *Fintech Lda* · Milan, Italy Mar 2021 – Present

- Owned the end-to-end payments roadmap, coordinating feature development for a 40-person engineering team.
- Conducted discovery sessions with 30+ enterprise customers to shape product priorities and validate needs.
- Grew monthly active business accounts by 65% in 18 months through targeted feature releases.
- Reduced customer onboarding drop-off by 32% by redesigning the KYC flow using Figma and Amplitude insights.
- Achieved 4.7/5 CSAT from enterprise users by driving incremental improvements and supporting large-scale launches.
- Shipped business payments features that increased annual recurring revenue by €1.2M.

Associate Product Manager, *RetailTech SA* · Turin, Italy Jul 2018 – Feb 2021

- Managed the in-store analytics product and drove launches in four countries.
- Launched a self-serve dashboard adopted by 500+ stores in the initial three months.
- Coordinated cross-market rollouts with engineering, support, and local market teams.
- Supported data analysis and feature scoping using Looker and Confluence.

EDUCATION

MSc Management in Business & Technology, *Bocconi University* · Milan, Italy 2016 – 2018

- Thesis on product-led growth in fintech.

SKILLS

Hard Skills: Product discovery, Roadmapping, A/B testing, SQL, Data analysis, Stakeholder management

Soft Skills: Communication, Leadership, Prioritisation

Tools: Jira, Figma, Amplitude, Mixpanel, Looker, Confluence

Languages: English (fluent), Italian (native), German (basic)

Certifications: Certified Scrum Product Owner (CSPO)

ACHIEVEMENTS

- Grew monthly active users by 65% in 18 months
- Reduced onboarding drop-off by 32%
- Shipped feature adding €1.2M ARR
- Promoted from APM to PM at Fintech Lda in 18 months

- Maintained 4.7/5 CSAT across enterprise accounts

KEY PROJECTS

- Zero-to-one launch of a business payments product

AWARDS

- Internal Innovation Award 2023

VOLUNTEER EXPERIENCE

- Mentor at a women-in-tech program