




Pierdomenico **Fiadino**, *Ph.D.*

Global VP of Data @ Docplanner Group

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Data professional with a wealth of experience in impactful data-driven projects and with proven track record of leading successful data and analytics teams.

Currently, I manage the Data department at Docplanner, the world's largest healthcare platform. In the course of my career, I have worked in several data intensive application fields, with particular focus on data analytics, decision science and data governance in the SaaS market.

The time spent in R&D centres and my PhD studies in Data Mining and Machine Learning at TU Wien completed my hands-on and pragmatic profile with a theoretical and research attitude. During my PhD, I have authored more than 30 research publications in major international conferences and journals.



Experience

Vice President of Data @ Docplanner (*SaaS, HealthTech*)

2024 - ...

- Lead the Global Data function at Docplanner Group, composed of Data Platform, BI, and Product Analytics. Directly manage a department ~40 professionals across multiple teams and influence company's "data community" of 250+ data experts.
- Oversee the Global Data Infrastructure, serving internal data consumers and external customers.
- Drive Data Governance initiatives, impacting data modelling, taxonomies, and the definition of KPIs across the Group's product portfolio and local/global operations.
- Deliver data assets (institutional dashboards, critical pipelines, curated datasets) and Decision Science solutions (predictive models) for Top Management.
- Spearhead major ongoing initiatives:
 - revamp software instrumentation and event tracking governance (tools: Amplitude, Avo, GA4);
 - harmonise CRMs across local operations (tools: Salesforce, Tableau, Superset);
 - optimise Data Warehouse architecture and data modelling to support Data Gov. (tools: DBT, Airflow).

Head of Data @ Bird (aka MessageBird) (*SaaS, CPaaS, CRM*)

2023 - 2024

- Manage a cross-functional team composed of Data Engineers, Analytics Engineers, Data Scientists.
- Leading data initiatives company-wide: implementation of software instrumentation and tracking, data ingestion pipelines, data modelling and DWH architectures, metrics definition, institutional reporting and data science.
- Data reporting for C-Suite. Organised Weekly Business Reviews (WBR) for Product and Go-To-Market departments.

Data Analytics Manager @ Bitpanda (*SaaS, FinTech, Crypto*)

2022 - 2023

- Kick-off data analytics function from scratch, from hiring to definition of Product Analyst role
- Rollout of first company's A/B tests, with impact throughout the whole customer funnel
- Definition metrics framework, customer segmentation, characterisation of ideal customer profile

Data Science & Analytics Manager @ Typeform (*SaaS*)

2020 - 2021

- Manage a team of data scientists focused on product analytics and prototyping of ML-driven features
- Coordinate data strategy and objectives of multiple product and customer success squads and tribes
- Liaise with product stakeholders in setting measurable goals aligned with company's north star

Data Tech Lead @ Typeform (SaaS)

2019 - 2020

- Technical leadership across charters of data scientists; facilitating cross-functional collaboration among data scientists, data engineers and ML-specialists; definition/propagation of quality standards, best practices, tools, methodologies; technical reviews; coordination of development of internal analytics tools and libraries
- Hands-on work in strategic and multi-disciplinary projects aimed at informing upper management's decisions

Data Lead @ Zeelo (SaaS, smart transportation)

2018 - 2019

- Establishing and leading rollout of company-wide data activities end to end (platforms, analytics, machine learning)
- Development of internal smart/ML-driven products for prediction of human mobility through heterogeneous sources
- Business Intelligence: producing actionable insights for business development, operations, marketing; design of business logic for ETL processes and Data Warehouse architecture

Senior Data Scientist @ EURECAT Technology Center of Catalunya

2016 - 2018

- Technical leadership in applied R&D projects. Fields of Intelligent Transport Systems, Smart Cities, IoT
- Business Intelligence, Big Data Platforms, Data Quality Assessment, data consultancy to SMEs and startups

R&D Engineer, Data @ FTW Telecom Research Center of Vienna

2010 - 2015

- Commercial R&D projects in the field of network data monitoring and analytics in collaboration with major ISPs
- Machine Learning and Data Mining techniques applied to massive network datasets: exploratory analysis of network data, human mobility characterisation, user profiling, detection and classification of network anomalies

Education

Doctorate Degree (PhD) in Information Technology @ TU Wien (Vienna, AT)

Dissertation: Exploratory data analytics in computer networks and design of ML/AI systems for automatic anomaly detection and diagnosis.

Courses: Business Intelligence, Data Mining and Machine Learning, Distributed Systems.

Graduation year: 2015

Master Degree (MSc) in Computer Engineering @ Sapienza University of Rome

Major in Data Mining. Dissertation: Extract of mobility patterns from mobile network signalling data through Data Mining techniques.

Graduation year: 2010

Bachelor Degree (BSc) in Computer Engineering @ Sapienza University of Rome

Final project: design and implementation of a Java application for peer-to-peer file sharing.

Graduation year: 2008

Technologies



Languages

 [ITA] mother tongue  [CAT] good proficiency
 [ENG] high proficiency  [ESP] basic level