



Iacopo Pecchi

Ecommerce Manager

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Personal Details:
09/06/1982 • Arezzo • Italian • Male

Customer-centric and growth-focused leader with rich experience in e-commerce and digital strategy.

Proven history of success in launching brands from conception through to go-live while identifying/fulfilling customer requirements. Expert in positioning brands to Omni-channel ecommerce with multi-million-euro online/offline revenue. Excel at leading, training, and mentoring cross-functional team. Skilled at developing Omni-channel KPI dashboard to integrate digital and retail goals, enabling executives to make better decision while eliminating channel barriers (NPS, customer experience, conversion rate, visits, and acquisition cost). Trilingual in Italian, English, and French.

Areas of Expertise

- E-Commerce Architectures
- DTC Business Models
- SEO & Digital Marketing
- Omni-channel Strategies
- Digital Transformation
- KPI & Performance Growth
- Team Leadership & Training
- Revenue & Profit Enhancement
- Relationship Management

Career Experience

Sintra Consulting S.r.l., Arezzo, Italy

7/2014 – Present

Head of Ecommerce

Direct an ecommerce team of 25 member, exploring brand's digital positioning from planning architecture to operational marketing by implementing strategies and improving ROI. Advise Italian brands on the 'phygital' world as a member of the Omni-channel research observatory for two years. Manage marketing team and train them on tasks, such as P&L reports, procurement/retention campaigns, creative contents, marketing automation, SEO, and insights report. Attend a fashion children swear luxury brand in China market. Set KPIs while mitigating conflict among online and offline stores.

Key Contributions:

- Introduced three digital native brands as well as 20 global Ecommerce across four regions.
- Achieved company objectives as the first Shopify PLUS agency in Italy.
- Boosted revenue from €1 to €60 Millions per annum for health and beauty DTC brand (subscription model)
- Acted as a speaker in 16 Ecommerce Italian events within last six years.
- Contributed to develop totems, Omni-channel dashboard, and marketing automation online and in-store.
- Raised-up brand from business analysis, into brand positioning along-with platform growth into foreign markets.
- Replicated ecommerce infrastructure with CRM, logistics, social, and payments for Chinese market.

Filoblu S.r.l., Venice, Italy

5/2013 – 7/2014

Ecommerce Architect

Elevated position of worldwide brands in four geographical areas by collaborating with global SEO team. Designed gamification campaign with 500 physical stores of an Italian brand.

Key Contributions:

- Built ecommerce Original marines, Liujo, AcMilan, and Lamborghini with Magento Enterprise by operating as a technical leader.
- Championed in ecommerce performance analysis, influencing Google SERP (Search Engine Result Page).

Ecommerce Consultant

Technically/strategically advised 12 fashion ecommerce from planning to go-live with Magento & Magento Enterprise with revenue of €3M.

Key Contribution:

- Maximized online turnover from €3K to €4M per year for a clothing brand starting.

*Additional experience as Developer (java/php) at Sintra Consulting S.r.l., Italy (7/2006 – 5/2010)
Go-live of Bardhal Italy intranet, built in java with spring framework.*

Education

- Master Digital Export Management: Ecommerce and internazionalization strategies
 - 24Ore Business School, 02/2021-06/2021
- Bachelor's Degree in Computer Science
 - Università degli studi di Firenze, Firenze, 02/2002-03/2006

Ecommerce Projects

Vegamour, Giochi Preziosi, Velasca, Original Marines, Liujo, Monnalisa, Milan, Juventus, Thun, Sky, Corriere dello sport, Lamborghini, Nobull

Events & Public Speaking Programs

Interviewed by Marco Montemagno (YouTube) as an ecommerce expert in Italian market.
Speaker and Organizer of 13 Ecommerce Shopify Meetup (10/2017 - Present).
Selected as Speaker at Meet Magento Italy for 3 consecutive years (2015, 2016, 2017).

Certifications

Hubspot Marketing Software Certification (2019 - Present)
Shopify Expert Certification (2017 - Present)
Magento 1 Certification (2014)

Technical Proficiencies

Platforms: Shopify PLUS, Magento Commerce, Hubspot, Customer Data Platform, Mkt Automation, Adobe Experience Manager, Pim/Dam, Cegid, RetailPro

Tools: Yotpo, Recharge, CartHook, Hotjar, VWO, Klaviyo, Mailup, ActiveCampaign, Zendesk, GA, SemRush. PowerBI, Klaviyo, Zendesk, Unbounce, Aftership, Postscript.io.

Methodologies: Agile, Scrum

Interests

Tenor Saxophone Player | Jazz & Soul | Pianist