

# GIULIO BONTADINI

[giulio.bontadini@gmail.com](mailto:giulio.bontadini@gmail.com) | +44 7474 987007 | London, UK | [www.linkedin.com/in/giuliobontadini](http://www.linkedin.com/in/giuliobontadini)

## Experience

---

### Procter&Gamble

London, UK; Stockholm, SE; Harrogate, UK

performance always rated at the highest band

#### Northern Europe Market Intelligence Manager

Jul '17 - today

- Trusted advisor of Northern Europe Leadership Team (GM and Directors)
- Developed P&G proprietary algorithm to analyse the Discounter channel
- Led the analysts team intervention in Promo&Pricing strategy

#### Walmart UK Sales Team Business Analyst

May '15 - Mar '17

- pioneered new promo analysis methodology in Europe:
  - Walmart UK reapplied it to categories where P&G does not play
- coded algorithm for recommendation on SKU promo-phasing (Fabric Care Category)

#### Northern Europe Market Analyst

Aug. '13 - Aug '15

- advised the Leadership Team of Scandinavia (GM and Directors) on 30+ ad-hoc wicked questions
  - e.g. Ariel commoditisation and price competitiveness, Gillette blades price-elasticity modelling, beard fashion trend modelling, Yes/Fairy mix optimisation (value vs premium)
- developed new financial forecast reconciliation standard: adopted across the EMEA region

### UNICEF-Pampers 2017 Sabbatical Program

New Delhi, India;

selected for 1 of 3 places worldwide.

#### Fundraising Team Analyst

Apr. - Jul '17

- identified 250k\$/year saving opportunity via analytics
- automated data validation and dashboard generation

### INRIA - GIPSA Lab

Grenoble, FR

#### GIPSA Lab intern - Master thesis

Mar. '13 - Jul. '13

Authored traffic systems mathematical model, innovative for its variable-length cells. [NeCS Team](#).

### University of Pavia

Pavia, IT

#### Tutor - IT Fundamentals: C Language +Rational Mechanics (since 2011)

Oct. '09 - Jul. '13

Delivered weekly explanations to the students about the core concepts of the course

## Education

---

### University of Pavia

Pavia, IT

#### Electrical Engineering, Master degree – 110/110 cum laude

Oct. '11 - Dec. '13

#### Electrical Engineering, Bachelor – 110/110 cum laude

Oct. '08 - Oct. '11

Selected by P&G, among 1000+ applicants, as Italy-representative at IDS Challenge 2011

ERASMUS exchange program in [VIA Univeristy College](#) - Horsens, DK

Aug. '10 - Feb. '11

### Institute for Advanced Study of Pavia - IUSS

Oct. '08 - May '14

1 of the 4 Schools recognised by Italy's President of the Republic with special status for excellence

5-year course of studies, supplementary to university, led by distinguished professors

5-15 selected (hundreds of applicants) students per class, 3 to 4 courses per year

student-tailored courses set, e.g. astrophysics, photo-chemistry, pattern discovery algorithms...

## Additional Information & Skills

---

Awarded by the British Computer Society as 2017 young IT manager of the year

GMAT: 760 (99th percentile)

IELTS: 8.5

Programming languages: [expert] C, MATLAB, VBA, KNIME, R; [basic] HTML, Java, git

Languages: Italian mother tongue, basic in French

[PSD Nepal](#) volunteering: English teacher in a school in Kathmandu outskirts

Nov'14

[AIESEC](#): OutGoing Marketing team; Lombardia RailTrip project leader

Oct. '12 - Aug. '13

participant to Dare to Dream volunteering project - Yunnan, China

Aug. '12

Ghislieri alumnus: admission and permanence subject to academic merits

Oct. '08 - Feb. '13

Interests: sports (preferably if in team), cultural exchanges, reading, art, [Coursera](#), [Udacity](#).