

# GIULIO BONTADINI

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## Experience

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### Procter&Gamble

London, UK; Stockholm, SE; Harrogate, UK

Consistently rated Top Performer

#### *Analytics Leader, Northern Europe*

Aug '18 - Current

- Leading team of 7 business analysts to transform P&G Northern Europe with Data & Analytics
- Designing data strategy, including algorithm selection and operationalisation
- Promoted within 1 year and maintained function of Trusted Advisor of the Northern Europe Leadership Team
- Responsible for Data & Analytics recruitment in Northern Europe

#### *Market Intelligence Manager, Northern Europe*

Jul '17 - Aug '18

- Trusted Advisor of the Northern Europe Leadership Team (GM and Directors)
- Developed P&G proprietary algorithm to analyse the Discounter Channel
- Led and guided the analysts team responsible for redesigning Promo&Pricing strategy

#### *Business Analyst, Walmart UK Sales Team*

May '15 - Mar '17

- Pioneered new promo analysis methodology in Europe  
Walmart UK reapplied it to categories where P&G does not play
- Contributed to turn-around of Laundry Category with a new algorithm to design optimal SKU promo-phasing

#### *Market Analyst, Northern Europe*

Aug '13 - Aug '15

- Trusted Advisor of the Scandinavia Leadership Team (GM and Directors)  
Topics incl. Ariel commoditisation and price competitiveness, Gillette 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, IN

Selected for 1 of 3 positions worldwide

#### *Fundraising Team Analyst*

Apr - Jul '17

- Identified 250k\$/yr saving opportunity via analytics; automated data acquisition & dashboard generation

### INRIA - [GIPSA Lab](#)

Grenoble, FR

#### *GIPSA Lab Intern – Master's Thesis*

Mar - Jul '13

- Authored traffic systems mathematical model, innovative for its variable-length cells

### University of Pavia

Pavia, IT

#### *Tutor, IT Fundamentals: C Language + Rational Mechanics (from 2011)*

Oct '09 - Jul '13

## Education

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### University of Pavia

Pavia, IT

#### *Electrical Engineering, Master's Degree – 110/110 cum laude*

Oct '11 - Dec '13

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

Oct '08 - Oct '11

Selected by P&G, among 1,000+ 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 for excellence by Italy's President of the Republic

Awarded scholarship to attend 3-4 courses/year incl. astrophysics, photo-chemistry, pattern discovery algorithms

## Additional Information & Skills

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Awarded *Premio Ghislieri 2018* by [Ghislieri](#) Alumni association

Awarded *2017 Young IT Manager of the Year* by the [British Computer Society](#)

GMAT: 760 (99th percentile)

IELTS: 8.5

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

Languages: Italian (mother tongue), French (basic)

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

Nov' 14

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

Oct '12 - Aug '13

Dare to Dream volunteering project - Yunnan, China

Aug '12

Interests: sports (preferably if in team), cultural exchanges, philosophy, IT, art, [Coursera](#), [DataCamp](#)