

Federico Balin

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PROFESSIONAL SUMMARY:

Experienced Manager with 8+ years of progressive experience in defining, developing, and implementing comprehensive strategies including go-to-market, costs control, business up-side, due diligence, M&A post integration, organizational change and leadership upskilling. **Strong attitude in leading strategic workshop with Directors, VPs and C-level to enforce business plan, setting KPIs and actionable plans.** Adept at market research, competitive analysis, and stakeholder engagement to drive revenue growth and market share expansion. Strong communication and leadership skills with a track record of building and leading high-performing cross-functional teams in demanding context, both **nationally** and **internationally**.

KEY SKILLS:

Go-to-Market Strategy Development, Market Research and Analysis, Product Launch Planning, Competitive Intelligence, Cross-Functional Team Leadership, Sales and Marketing Collaboration, Customer Segmentation, Revenue Growth Strategies, Budget Management, Data Analytics and Metrics

SELECTED PROFESSIONAL EXPERIENCE:

Strategy Manager

Accenture, Milan, ITA

March 2020 - Present

Lead a team of 2-3 consultants and analysts in developing and executing successful product launch strategies for new product lines, contributing in a ~70M increase in annual revenue.

Conduct in-depth market research and competitive analysis to identify market trends, opportunities, and threats, providing actionable insights to guide business decisions.

Collaborate closely VPs, Sales, Engineering and product development teams to align go-to-market strategies with overall business objectives.

Supporting directors to develop and control the annual budget, optimizing resource allocation for maximum ROI.

Define and refine customer segmentation strategies to target specific market segments and increase sales effectiveness, promoting bundles, portfolio mix, and redesign sales channels.

Implement data-driven decision-making processes, leveraging analytics to track and measure the success of strategic initiatives.

Consultant to Jr Manager

Deloitte, Milan, ITA (Including secondment at Innogest Venture Capital)

May 2017 – March 2020

Driving business plan drafting with a 360-degree approach spanning from market context analysis leveraging different techniques (conjoint, top-down and bottom-up approaches) and tools to deliver effective storyboarding and presenting a compelling narrative to executives stakeholders

Various strategy engagement. Among the relevant clients: Vodafone (In depth market analysis for 5G applications in sports), Generali Insurance Group (how to penetrate emergent markets through brokers powered by AI), Intesa Sanpaolo Bank (M&A and post-integration with a A.I. company to support inorganic growth of the Data & Analytics department), Innogest Capital Venture (various deals structuring, growth planning and support and business due-diligence), Toduba (spin-off and company building - including strategic planning - for a new venture in the ticket lunch business leveraging hardware-free network and token distribution)

Deal Flow Management, Due Diligence and Fundraising Support at Innogest Venture Capital Being Business Planning, Growth Plan, Market Analysis, Marketing Strategies, Governance & Company Structuring, Operational & Technical Development Plans, Business Strategies & Monetization Models, KPIs Monitoring (eg.: Unit Economics, Customers Acquisition Funnels), Financial Planning (CF, P&L, BS, Sensitivity Analysis), Funding Requirements, Valuations (including Asset and Advanced methods like Real Options in patent and research-based Startups), Exit Strategy Assessment

Supply Chain Transformation support to SC Senior VP

Glaxo Smith Kline - Vaccines, Bruxelles, BEL

March 2014 – August 2016

Development of a simulator to analyze complex scenarios of supply-chain readiness and design the optimal production plan and distribution of Synflorix vaccines. Supply Chain mapping and new supply chain definition through simulation tool, integrating: System Dynamics, Agent Based Simulation, Discrete Event Simulation

Within the entire project I reported directly to Mr. Mauro Bernuzzi, SVP of Supply Chain at GSK Vaccines, Belgium

Intern – Business Consultant

Confindustria Romania – Bucharest, ROM

Dealing with Italian entrepreneurs to advise on local labor market, taxation and all the preliminary analysis to establish a business in Romania, Bulgaria and Moldova. I assisted different entrepreneurs establishing their subsidiaries in Timisoara, Cluj-Napoca, Ruse (BG) and Chisinau (MD).

EDUCATION:

Master (Laurea Magistrale) in Corporate Strategy and International Business

Università Cattolica del Sacro Cuore, Milano, ITA

Overseas student at ITESM – Istituto Tecnologico de Monterrey – Mexico

Master thesis assignee at Glaxo Smith Kline, Vaccines – Belgium

Graduated: September 2014

Bachelor of Science in Business Administration

Università degli Studi di Perugia, Perugia, ITA

Erasmus student at ASE: Academia de Studii Economice of Bucharest

Graduated: September 2012

LANGUAGES:

Italian (mother tongue)

English (business fluency spoken and written)

Spanish (mother tongue)

Romanian (fluent)

Portuguese (elementary)