

PEOPLE • PROCESSES • IMPACT

Customer Experience | Operations | Market Launch | Team Leadership

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Beyond the Job Title.

I'm a Customer Experience & Operations professional with 10+ years of international experience across SaaS, FinTech and customer operations.

My journey has taken me from leading multicultural teams to managing strategic clients, supporting market launches and building processes that make work more effective.

What drives me? Connecting people, solving problems and turning complex challenges into practical solutions.

ITALY · PORTUGAL



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What I Bring to the Table.

I bring together customer experience, operational strategy and people leadership.

From launching products in new markets to designing scalable workflows, I focus on making complex operations simpler and more effective.

My strengths? Connecting teams, improving processes and turning ideas into action.



Case Study 01: Launching a FinTech Platform in Italy

THE CHALLENGE

Adapting an international payment platform to the Italian automotive market.

MY CONTRIBUTION

Product localization, customer implementation, international workflows and tracking tools.

THE IMPACT

Documentation, workflows and trackers still used by international teams today.

I helped bring an automotive FinTech platform to the Italian market, adapting the product and customer experience to local needs.

Beyond the market launch, I developed operational tools and processes designed to support international teams.

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Building Processes That Scale

PROCESS DEVELOPMENT

Designed operational workflows and practical tools to structure post-sales activities, improve coordination and support consistent execution.

KNOWLEDGE MANAGEMENT

Created technical guides, troubleshooting resources, templates and operational documentation to make complex procedures easier to follow.

CUSTOMER ENABLEMENT

Developed customer-facing training materials and step-by-step resources to support platform adoption and day-to-day operations.

NEW-HIRE ONBOARDING

Created training documentation and supported the onboarding of a new Italian Customer Success colleague through practical guidance and knowledge transfer.

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Career Experience

CUSTOMER OPERATIONS & TEAM LEADERSHIP

TELEPERFORMANCE & EVA GLOBAL | PORTUGAL

- Led multicultural teams of up to 25 advisors, focusing on coaching, service quality, KPIs and operational performance.

FINANCIAL SERVICES & PAYMENT OPERATIONS

BNP Paribas & Afinity | Portugal • Italy

- Experience in credit assessment, banking onboarding and payment transaction troubleshooting, collaborating with payment partners including Adyen, PayPal, Klarna and Swan.

SAAS OPERATIONS & PRODUCT ENABLEMENT

NielsenIQ | Portugal

- Supported international B2B clients, investigated technical issues and collaborated with global teams to improve customer experience and platform usability.

MARKET LAUNCH & PROCESS DEVELOPMENT

Afinity Group | Italy

- Supported the Italian FinTech market launch and developed post-sales workflows, documentation and tracking tools adopted by international teams.

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Selected Projects

From complexity to clarity

Client Information				Onboarding & Implementation				Technical Integration		Payment Setup					Status & Next Steps		
Client	Zone	CSM	Segment	Kick Off	No. of locations (Service)	Go-Live Date	Phase	DMS - HQ Service	DMS - B2B Sales	IBAN Confirmation	Adyen	Swan	Klarna	PayPal	OM Ticket	Status	Next Steps / Notes
Automotive Group A	North	CSM 1	Dealer Group	15/01/2025	5	28/02/2025	Go-Live	Incadea	-	Completed	Completed	Completed	Not needed	Not needed	TRUE	On Track	Training completed
Dealer Network B	North	CSM 2	Dealer Group	10/02/2025	3	30/04/2025	Implementation	Infinity	Definity	In Progress	Completed	Not started	Not started	Not started	TRUE	At Risk	Waiting for IBAN confirmation
Mobility Group C	North	CSM 1	Enterprise	05/03/2025	8	15/05/2025	Payment Setup	Infinity, DSDcom	-	Completed	In Progress	Completed	Completed	Not needed	TRUE	In Progress	Technical validation ongoing
Premium Dealer D	Central	CSM 2	Dealer Group	18/03/2025	2	10/06/2025	Onboarding	Infomedia	DSDcom	Completed	Completed	Completed	Not needed	Not needed	TRUE	In Progress	Go-Live booked
Dealer Group E	Central	CSM 3	Dealer Group	02/04/2025	4	30/06/2025	Training	Infinity	DSDcom	In Progress	Completed	Not started	Not started	Not started	TRUE	On Track	Client training in progress

CSM Workflow Tracker

THE SOLUTION

Centralized customer onboarding, technical integrations, payment setup and go-live tracking in one scalable workflow.

THE IMPACT

Improved visibility, coordination and consistency across international Customer Success teams.

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Selected Projects

From complexity to clarity

Ticket Information				Client & Request Details					Assignment & Tracking			Status & Resolution			Additional Information		
Ticket ID	Date Opened	Priority	Category	Client	Country	CSM	Subject	Request Description	Assigned to	Team	Support Link	Status	Last Update	Resolution Date	Impact	Related to	Notes
TK-00125	02/01/2026	High	Payment	Automotive Group A	Italy	CSM 1	Payment not processing	Customer unable to complete payment at dealership.	Adyen	Payments	Link to ticket	Open	02/01/2026	-	High	Go-Live	Waiting for Adyen response
TK-00126	05/01/2026	Medium	DMS Integration	Dealer Network B	Spain	CSM 2	Vehicle data not syncing	Vehicles not visible in DMS after activation.	DMS Team	Technical	Link to ticket	In Progress	06/01/2026	-	Medium	Onboarding	Logs shared with DMS team
TK-00127	07/01/2026	Low	User Access	Mobility Group C	France	CSM 1	New user request	Create new user for sales team.	Internal IT	Access	Link to ticket	Completed	08/01/2026	08/01/2026	Low	Internal	User created
TK-00128	08/01/2026	High	Error/Incident	Premium Dealer D	Italy	CSM 3	System error at checkout	Error message during payment process.	Adyen	Payments	Link to ticket	In Progress	08/01/2026	-	High	Go-Live	Under investigation
TK-00129	10/01/2026	Medium	Configuration	Dealer Group E	France	CSM 2	Configure new location	Add new dealership location to the system.	Internal IT	Configuration	Link to ticket	On Hold	11/01/2026	-	Medium	Expansion	Waiting for client information
								Request for additional									

International Ticket Tracking System

THE SOLUTION

Independently designed a centralized ticket tracking system, including standardized templates for submitting technical requests across international Customer Success teams.

THE IMPACT

Adopted by international teams to improve issue tracking, request consistency and coordination between Customer Success and Technical Support.

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Selected Projects

Turning knowledge into scalable processes.

International Knowledge Base & Team Enablement

01 / CUSTOMER ONBOARDING

Client Onboarding

- 1 Welcome & introduction
- 2 Training and platform setup
- 3 Banking onboarding (KYC / payment setup)
- 4 Technical integration & go-live readiness

Portfolio excerpt · anonymized

02 / OPERATING PLAYBOOK

Post-Sales Processes

- 1 Integration & onboarding planning
- 2 Ownership, milestones and timelines
- 3 Go-live execution and hypercare
- 4 Customer Success handover

Portfolio excerpt · anonymized

03 / TEAM ENABLEMENT

CSM Knowledge Resources

- 1 Escalation management
- 2 Customer Success workflow
- 3 Cross-team collaboration
- 4 KPIs, QBRs and best practices

Portfolio excerpt · anonymized

THE SOLUTION

Independently developed post-sales documentation, operational playbooks and training resources covering customer onboarding, technical implementation, troubleshooting and Customer Success processes.

THE IMPACT

Created reusable knowledge resources to standardize workflows, support international teams and facilitate onboarding, collaboration and knowledge transfer.

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ALWAYS OPEN TO MEANINGFUL CONVERSATIONS,
NEW PERSPECTIVES AND OPPORTUNITIES TO CREATE IMPACT.

LET'S CONNECT AND EXPLORE WHAT WE CAN BUILD TOGETHER.

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