Oscar Logoteta
Chief Information Officer CIO | Digital & AI Transformation Leader

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Executive summary

Chief Information Officer with 15+ years of experience leading technology, product, and digital transformation initiatives across media, education, and platform-based businesses. Serving as CIO for the past year. Proven ability to align **IT strategy with business objectives**, drive **AI-enabled operational efficiency (45% cost reduction)**, and deliver measurable growth through data-driven decision-making. Strong background in product leadership, cloud and AI integration, analytics, and cross-functional execution.

Core competencies

IT & Digital Leadership
- IT Strategy, Digital Transformation, Technology Roadmaps, Enterprise Architecture (Product-Centric), Vendor & Budget Management, Stakeholder Alignment

IT Governance & Risk
- IT Governance Frameworks, Technology Risk Management, Vendor Risk Assessment, Data Protection & GDPR Compliance, Business Continuity & Operational Resilience

AI, Data & Automation
- LLM Integration, Agentic AI Systems, Workflow Automation, API Cost Optimization, Data Platforms, KPI & Performance Monitoring

Product & Delivery
- Product Management, Agile Governance (Scrum, Kanban), Cross-Functional Team Leadership, UX Strategy, Roadmap Execution

Technology Stack
- SQL, Python, Javascript, HTML, CSS, Git, Cloud Integrations (AWS-based), Figma, Storybook, FlutterFlow

Analytics & Growth
- Mixpanel, Looker, Funnel Optimization, Conversion Rate Optimization, SEO (Semrush, SEOzoom)

Selected strategic outcomes

- **45% operational cost reduction through AI automation**
- **15% conversion uplift via data-driven optimization**
- **Enterprise-wide KPI framework implementation**

Professional experience

We Wealth — Chief Information Officer (CIO) / Product Lead
2025 – Present
- Defined and executed IT and digital strategy aligned with business and growth objectives
- Led AI-driven automation initiatives reducing operational and technology costs by 45%
- Designed and implemented agentic AI workflows using LLM-based tools to automate critical processes
- Oversaw technology budgets, vendor selection, and resource optimization
- Established KPI frameworks and analytics processes to support executive decision-making
- Improved customer conversion rates by 15% through data-driven funnel and UX optimization
- Coordinated cross-functional teams across engineering, product, design, marketing, and operations

Docsity — Product Manager (AI & Platform Focus)
2022 – 2025
- Led AI and platform initiatives with a focus on scalability, cost control, and user experience
- Monitored and optimized API and infrastructure costs for AI-powered features
- Partnered with engineering leadership to align technical execution with business priorities
- Drove revenue growth through analytics-led UX and product optimization

Docebo — Product Manager / Product Owner
2019 – 2022
- Managed complex product initiatives in a large-scale SaaS environment
- Led integration between ecommerce platforms and AWS-based paid courses
- Acted as bridge between engineering, business, and executive stakeholders
- Contributed to technology and product governance processes

Pearson — UI/UX Lead & Scrum Master
2014 – 2019
- Led frontend, UX, and delivery practices for digital learning products
- Served as Scrum Master, improving delivery predictability and team efficiency
- Collaborated with IT and product leadership on platform evolution and tooling decisions

RCS / Seat Pagine Gialle — Frontend Developer
2004 – 2014
- Built and maintained large-scale web applications
- Developed strong technical foundations in frontend and backend technologies (HTML, CSS, Javascript, PHP, MySQL)
- Supported long-term platform maintenance and evolution initiatives

Education
- Bachelor's Degree in Communication Sciences and Digital Media — 2024
- Project Management Lab® Certification (Agile, Scrum, Kanban, Waterfall) — 2018
- CSS IWA Educational Course — 2010
- Web Graphics Technician Diploma — 2005
- IT Technical Diploma (Perito Informatico) — 2002

Languages
Italian — Native
English — C1

Publications & Side Projects
- Founder, designer, developer for www.mitcamper.com
- Author of several detective novels, including Il commissario Negri (published by Fratelli Frilli).