

PEDRO GIRARDI

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WORK EXPERIENCE

Strategy and Analytics Consultant

June 2023 - Currently

- Strategy 2030 & Portfolio Growth: Advised a global matchmaking group on the next phase of their "Strategy 2030" project, focusing on identifying growth and profitability levers within a new demographic target segment.
 - Integrated multi-year user data for three distinct brands into a unified analytical framework to perform cohort analyses on acquisition and churn.
 - Developed a scenario-based financial model to calculate the long-term revenue impact of targeting specific market niches.
 - Delivered a comprehensive "fact base" including demographic profiles and geographic heatmaps, providing code in R for data replication.
- Strategic Partnership Assessment: Identified comprehensive potential value of a partnership between two publicly listed companies, including opportunity identification, synergy assessment, and strategic risk evaluation.
- Industrial Profitability Optimization: Estimated profitability per product line for a client in the active tourism industry, identifying unprofitable offerings and opportunities to renegotiate B2B contracts.
 - Calculated the distribution of labor costs in a 40-person organization through on-site observations and expert interviews.
 - Identified a savings opportunity of 7% of topline by recommending the termination of an unprofitable growth bet reliant on high-cost physical assets.
- Multi-Brand Strategic Review: Synthesized demographic, engagement, and monetization data across eight distinct tech brands to deliver actionable growth insights for a global portfolio strategy.

Red Bull Soccer International

Leipzig, Germany

Manager, Strategic Projects

December 2022 - May 2023

- Guided RB Bragantino through the ideation and planning of a new stadium, developing demand and financial analyses and providing a recommendation to the local team and global stakeholders.
- Managed a project that aimed to increase attendance at RB New York's matches, identifying causes of recent attendance drop, benchmarking against regional competitors and suggesting a path to long-term growth.

Delivery Hero

Berlin, Germany

Global Sales Manager (Chief of Staff of VP of Global Sales and Revenue)

January 2021 - January 2022

- Led global financial planning and strategic projects for a 100+ person organization, including the assessment of new verticals and the implementation of AdTech, a big bet that became a main revenue stream.

AdTech Commercial Manager for Europe

January 2022 - August 2022

- Managed AdTech performance for 10 countries (€60M/yr.), including pricing changes and product prioritization.

Boston Consulting Group (BCG)

Minneapolis, Minnesota

Associate

July 2019 - December 2020

- GTM Strategy: Modeled transaction data for a Fortune 500 distributor, identifying that a major partnership was hurting the bottom line; recommendations led to a contract non-renewal and \$118M in savings.
- Indirect Procurement: Analyzed a multi-billion row dataset for a Fortune 10 retailer using NLP and statistical tools; identified \$30M in annual cost-saving levers.

EDUCATION

Carleton College

Northfield, Minnesota

Bachelor of Arts, double major in Statistics and Economics

June 2019

Distinction in Economics & Ada M. Harrison Prize in Economics (outstanding academic achievements & research)

SKILLS

- Computer: Extensive experience with R/RStudio, BigQuery (SQL), Alteryx, Excel, and PowerPoint
- Languages: English, Italian and Portuguese – Fluent; Spanish – Conversational; German – Basic