

RICCARDO COLLETTI

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SUMMARY

Engineer by training with a strong focus on **Data Science, AI, and Machine Learning**, currently completing a Master of Engineering in EECS at UC Berkeley (GPA: 4.0/4.0), after a first Master's degree at Bocconi University in **Marketing Management & Analytics** (GPA: 4.0/4.0).

Built a deliberately *hybrid profile* combining technical depth—including **machine learning, deep reinforcement learning, optimization, and large-scale data analysis**—with **market, consumer, and growth-oriented thinking**. Experience spans both academic rigor and industry applications, including data-driven CRM and analytics initiatives at Lenovo, operating at the intersection of technology, product, and business strategy.

Consistently top-performing academically (merit-based scholarships, selective honors programs), with a strong interest in roles where data, product, and growth converge. Seeking opportunities in **Product Management, Growth, or Product Marketing** within technology-driven organizations, where **analytical rigor and market intuition** are both critical to impact.

EDUCATION

University of California, Berkeley – MEng in Electrical Engineering and Computer Sciences Aug 2025 - May 2026

- GPA: 4.0 / 4.0
- Graduate-level training centered on **statistical learning theory and machine learning** foundations, including supervised learning, probabilistic models, and optimization-based methods.
- Advanced coursework in **deep reinforcement learning for sequential decision-making and control**, covering policy gradient methods, value-based learning, actor-critic algorithms, and model-based approaches.
- **Research: Drift Happens** - empirical study on neural architecture robustness under temporal distribution shift, analyzing generalization degradation over time and architectural inductive biases across multiple domains (<https://drift-happens.org>).
- Recipient of the **Fung Excellence Scholarship**, a merit-based award granted by Berkeley Engineering to **top MEng students** for outstanding academic and professional achievement.

Bocconi University – Master in Marketing Management & Communication (MiMeC) 2024 - May 2025, Milan (IT)

- GPA: 4.0/4.0 - Valedictorian and top-ranked student of the cohort, **graduating as best overall student** based on academic performance.
- Merit-based scholarship recipient, awarded for outstanding academic excellence and professional profile.
- Quantitatively driven program with strong focus on **analytics, consumer behavior, pricing strategy, and data-informed decision-making**.

Politecnico di Torino – BSc in Electronic and Communications Engineering Aug 2017 - May 2021, Turin (IT)

- GPA: 4.0/4.0 – Graduated top of the class in a highly selective, English-taught ICT engineering program, ranking among the best students of the cohort.
- Comprehensive preparation in **electronic systems, communication networks, digital transmission, algorithms & programming, and signal systems**, grounded in rigorous mathematics and physics.
- *Honors track (Intraprendenti – Young Talents Program)*: selected among the **top 200 students university-wide** for additional coursework and high-impact interdisciplinary projects.
- Final thesis on *Digital Phase-Locked Loop (PLL) simulation*, combining theoretical modeling with system-level performance analysis.

PROFESSIONAL EXPERIENCE

Lenovo – Marketing Specialist, CRM Digital Services

Jan 2025 – Jul 2025, Milan (IT)

- Worked within the **CRM and Marketing Analytics** team, supporting data-driven initiatives at the intersection of **customer data, product strategy, and commercial execution**.
- Contributed to customer segmentation, campaign analysis, and CRM data exploration, translating analytical insights into inputs for marketing and growth decisions.
- Collaborated with cross-functional stakeholders (marketing, sales, external partners) in a large-scale, data-intensive corporate environment, gaining exposure to how analytics supports **go-to-market and customer strategy**.
- Strengthened ability to connect data analysis with business impact, operating within a global organization with complex processes and decision structures.

Rialco S.R.L. – CEO / Product Manager / Growth Manager

2021 – 2025, Milan (IT)

- As **CEO, owned strategic direction and P&L of a digital consulting firm, coordinating** an extended network of external **collaborators** (developers, designers, marketing partners) to deliver web, e-commerce, and growth solutions to SMB clients.
- As **Product Manager**, led discovery, roadmap, and **end-to-end delivery of digital products** (websites, e-commerce platforms, internal tooling), translating client needs into shipped releases.
- As Growth Manager, ran **acquisition and conversion initiatives** across SEO, paid, and social, **defining KPIs** and using **analytics** to prioritize what moved the funnel.

Biesse Sistemi S.R.L. – Intern

Jan 2020 – Jul 2020, Nizza Monferrato (IT)

- Supported the development of a **voice-controlled application for automated taxi booking**, collaborating closely with a senior software developer.
- Contributed to **early-stage application logic and system integration**, gaining hands-on exposure to software development and applied problem-solving.

WHO AM I, REALLY?

- **Sports taught me discipline and how to learn from feedback; engineering taught me rigor; business taught me that rigor is necessary, but rarely sufficient.**
- **Volunteering reminded me that not everything is about moving faster—that sometimes stopping, paying attention, and appreciating things is part of doing meaningful work.**
- **I take my work seriously:** when I don't understand something or can't make it work, I tend to obsess over it until I do.
- I value **curiosity, honesty, and a sense of humor**, especially when working with smart, opinionated people who care about what they're building.

ADDITIONAL INFORMATION

- **Professional padel athlete**, sponsored by *Bullpadel*, competing on the Italian national circuit and **ranked Top 200 in the country**, alongside full-time academic and professional commitments.
- **Volunteering experience** in Italy with OFTAL, Fondazione Banco Alimentare Onlus, and AGAPE Onlus, involving hands-on support activities such as assistance to vulnerable individuals, logistics for food distribution, and community-level operational help.
- International exposure from an early age, including a **full academic year in Ireland**, which taught me to appreciate, adapt to, and integrate into different cultures