Gianmaria Sorrentino

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Profile

As a forward-thinking Product Manager, I'm driven by discovering opportunities, shaping strategic visions, and empowering teams with OKRs. My approach is rooted in hypothesis-driven experimentation.
I prioritize trust, open communication, and active team engagement.
With over three years of app management experience, my focus is on delivering user value and maximizing ROI, as I firmly believe that a competitive advantage is gained by deeply understanding users and the market.

Work experience

10/2021 – 5/2023   STOCKHOLM, SWEDEN
Product & Project Manager Consultant
@Shortcut

Strategically led cross-functional teams to shape our client's product vision and delivering impactful native mobile apps and administrative tools. Leveraged agile methods to align stakeholders, shape outcome-driven roadmaps, and prioritize backlogs. Drove innovation through qual & quant research, ideation workshops, and experimentation. Cultivating robust client relationships and significantly boosting ROI for all.

Outstanding results:

Stepler - Walk & Earn: Redesigned the UX, simplifying marketplace usability and driving major user base and conversion rate growth, resulting in 300k to 1.3M users.

HERCARE: Led the redesign and development of core app features and premium subscriptions, resulting in product-market fit, increased user base and conversion rate, and feature by Apple, expanding in Europe.

Stockholm Design Week: Doubled all the metrics in 6 months exploiting opportunities found through the use of analytics and user research.

Work experience

07/2020 – 06/2021   NAPLES, ITALY
Intern - Product Manager
@Apple Developer Academy

Spearheaded a team tasked with redesigning a tool to optimize the learning journey of the Academy students. Conducted thorough user and technical research to overcome a technology constraint, FileMaker, and successfully proposed a new vision and solutions to Apple. Delivered a cutting-edge MacOS app with a revolutionary feature named "Learning Paths," empowering students to curate their learning experiences. Demonstrated exceptional leadership skills, effectively guiding the team towards achieving our goals and exceeding stakeholder expectations.

04/2020 – 05/2021   NAPLES, ITALY
Product & Service Designer
@Cheers

Conducted validation research and led the design and prototyping of a successful service, resulting in Cheers being recognized as one of the top 10 winning startups in the prestigious "Vulcanimente" competition.

Education

2023

Product Leader Certification
@Product School

2020 – 2021

UX Master Certification with UX Management & Interaction Design Specialty
@Nielsen Norman Group

2017 – 2020   NAPLES, ITALY

Psychology: Cognitive Ergonomics - Human factors
Bachelor degree
@University Suor Orsola Benincasa

2019 – 2020   NAPLES, ITALY

Design, Coding and Business Skills
@Apple Developer Academy