

RICCARDO PETRITOLI
Manager, Big Data & Advanced Analytics

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Profile Summary

Riccardo is a Data Scientist & Advanced Analytics Manager with over 17 years of experience in Machine Learning and Computer Intelligence. Areas of expertise include Data Discovery, Statistical Data Analysis, Predictive & Forecasting Model Design, Intelligent Automation, Information Asset Management, Strategic Planning for Business Process Optimization, Marketing and Risk & Fraud Management. Riccardo's clients are leading firms in Financial Services, Pharmaceuticals, Insurance and Public Sector.

After a first working experience as Data Analyst & Software Developer for a startup in Clinical Observational Studies Management, he joined *Semeion*, a Research Center (recognized by the Ministry for Education University and Research) focused on the design, implementation and application of analytic adaptive systems for the simulation, prediction and control of processes and phenomena. He stayed as Applied Research SME until December 2009, focusing on Computational Intelligence and Advanced Analytics for different sectors, such as Clinical Research, Finance, Banking and Public Security.

In January 2010, Riccardo accepted a position of Expert Data Scientist at 2C - To See, a company (born as Semeion Spin-off) leading Business Innovation development in strategic custom tools (SCTs), Executive Consulting and Process Reengineering, acquired in 2014 by Be Consulting S.p.A (listed on the Milan Stock Exchange -Bet.Mi).

In the following years, Riccardo worked in Be Consulting as Advanced Analytics Manager across Italy with major clients through the development of advanced technology design to support Business Innovation, expanding his expertise in project management, business development, digital transformation in several context and Industries.

Today Riccardo, as Experienced Manager, supports clients in the achievement of strategic and financial goals through big data, machine learning and advanced analytics verticals, solutions.

Main Responsibilities & Skills

- Design and development of advanced analytics solution to support marketing and communication E2E processes, risk and fraud management
- Drive digital transformation project through Agile / Waterfall adoption
- Solution architect for Advanced Analytics, Intelligent Automation and Big Data environment optimizing business needs and investments
- Design and development of Information Asset Management tools
- Financial core processes expert

Table of Competences	Yrs of experience
Advanced Analytics & Machine Learning	17
Project Management	14
Business Financial Process Analysis	9
Operational and Fraud Risk Management	9
Credit Risk Management	9
Marketing and Communication	9
Sales and Post Sales Activities	9
Big Data & Intelligent Automation Solutions	6

Professional Experience

Oct 2014 – Present

Be Consulting – Advanced Analytics Manager

- Multiple innovation big data & intelligent automation projects for strategic and operational marketing (retail segment: mass & affluent) with a focus on the design and implementation of predictive models and customer base clustering based on client behaviour profiling.
- Design and implementation of a wide range of big data empowered machine-learning models including marketing propensity, next best product evaluation, multibanking probability, client behaviour profiling, and social network analysis from customer base transactional data.
- Lead of credit risk projects with a focus on credit scoring models and credit capacity evaluation for up/down-selling
- Implementation of long-term, integrated marketing programs based on advanced analytics data discovery.
- Lead of wide range of advanced analytics projects including bank security signals management, operational risk analytics for petrol industry, bank underwriting process optimization.

Jan 2010 – Sep 2014

2C – To See – Advanced Analytics Manager

- Development of business lines.
- Coordination of research & development activities.
- Design and implementation of fraud detection adaptive models for underwriting approval processes (consumer/mortgage).
- Fraud scenario analysis: from bank's loss events to fraud schemes database.
- Operational risk & control assessment for banking business processes: critical issues, risk measure, not design by best practice solutions.
- Multiple data governance projects: business process analysis & requirement definition, design of digitized document processes.

Jan 2005 – Dec 2009

Semeion – Data Scientist Subject Matter Expert

- Design & development of predictive and prognostic models for healthcare decision-making, finance and security.
- Design & development of advanced analytics algorithms for image processing (x-ray CT, MRI, MRT) applied to cancer detection & diagnosis (breast/lung/internal organs).
- Design & development of software application based on machine learning algorithms for automatic early detection/diagnosis of chronic diseases.

Sep 2002 – Dec 2004

Rich – Data Scientist Subject Matter Expert

- Design & development of software application for clinical data management in observational studies.

Technical skills

Main items:

- Object Oriented Programming: C/C++, Java (J2EE), PHP
- SQL Databases: MySQL, MS SQL, Teradata
- No SQL/Graph Databases: MongoDB, Neo4j
- Data Analytics Tools: Matlab, R/RStudio, Python, SPSS, SAS Enterprise Guide, Apache Impala, H2O Flow
- Big Data & Cloud Computing Frameworks: Teradata Aster, Microsoft Azure, Palantir Foundry

General info

Birth date: 11/07/1970 - Address: via Oblach 27, Fiumicino (Rome) 00054, Italy

Education

Master degree in Electronic Engineering ("La Sapienza" University, Rome)