



I'm What I've Done

(plus what I'd still like to explore)

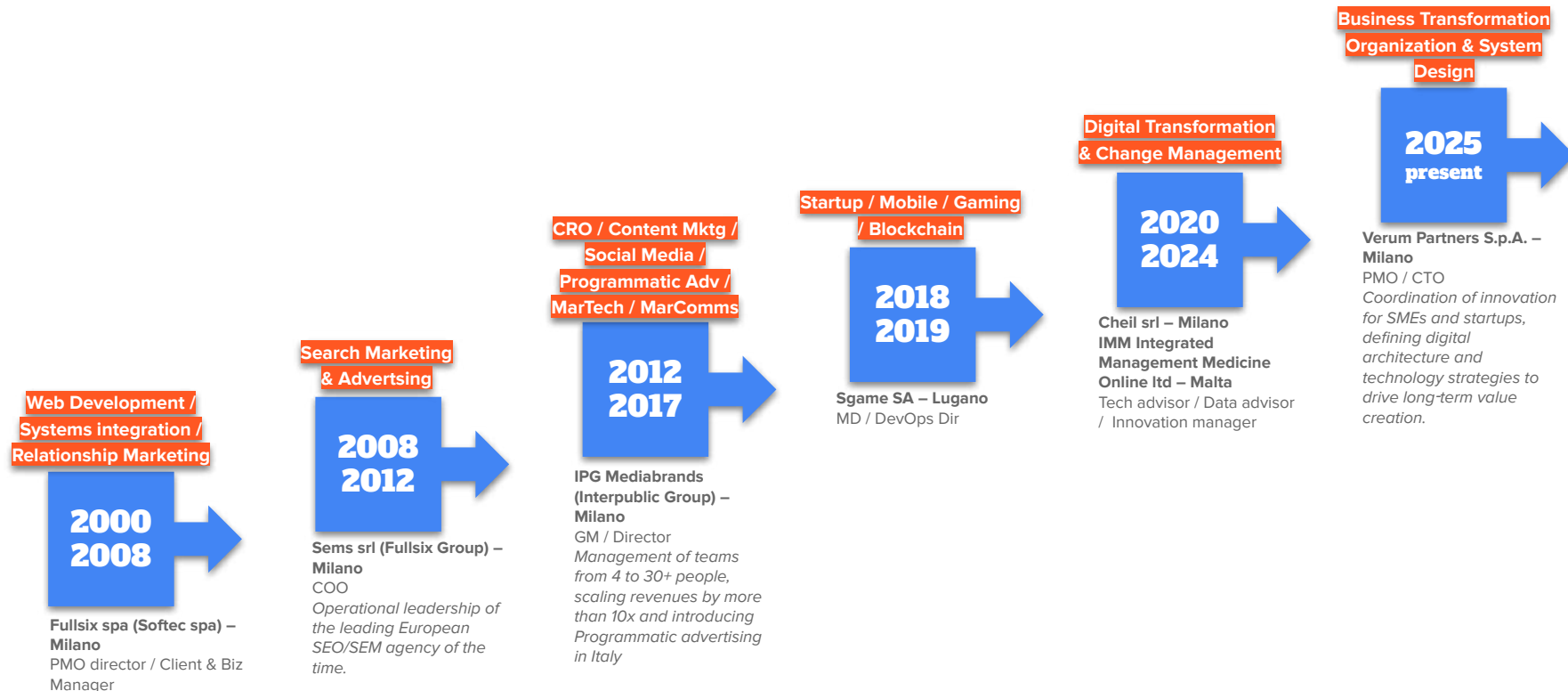
LUCA CARROZZA < YAGNI >

- * MarTech Vet
- * Methodology Anarchist
- * Pragmatic Thinker & Doer

**Experience
& skills**

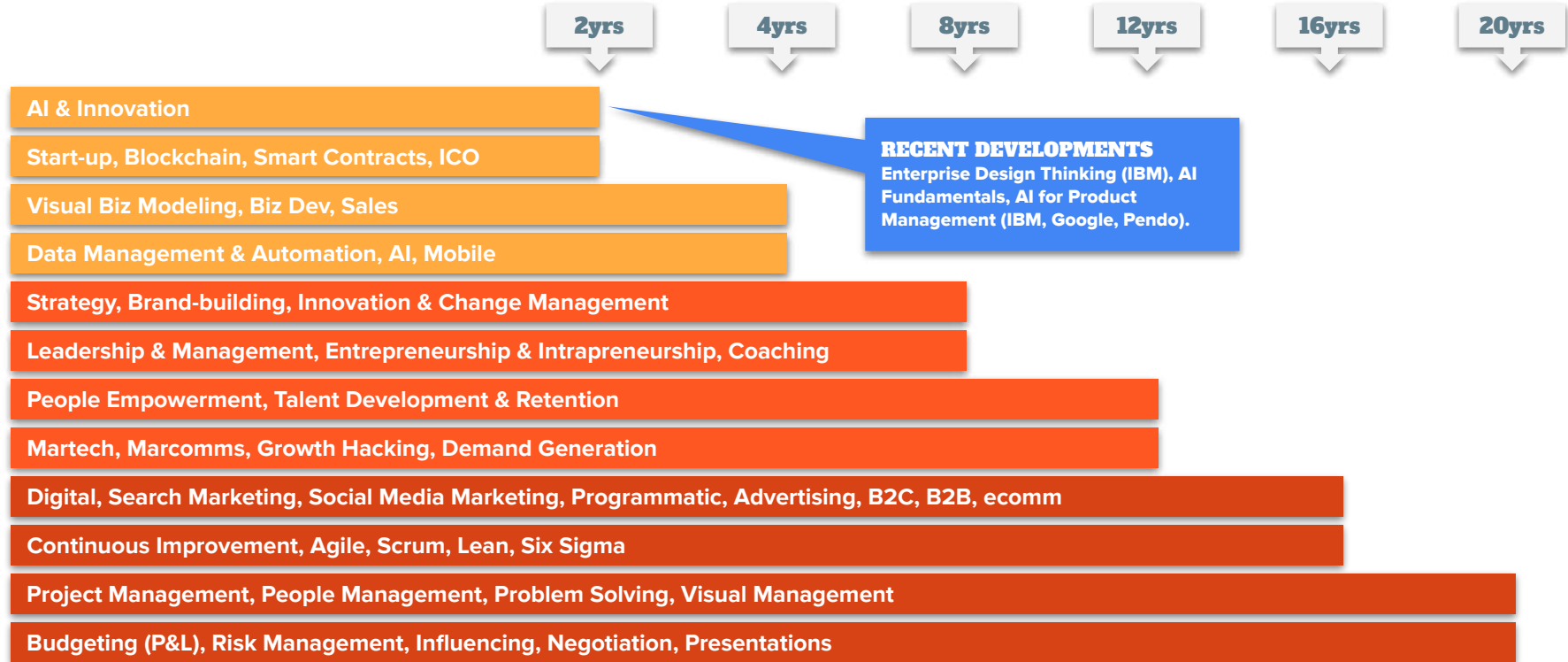
LONG STORY SHORT: THE CAREER PATH

A constant evolution from content to processes, from technology to strategic leadership.



LEARNED & LEARNING

Over 20 years of experience, enhanced by the latest technology frontiers.



Learned lessons & Key values



DIFFERENCE IS MADE BY PEOPLE.

Managing processes is not enough; you need to enable talent.

* **T-Shaped Profile:** I believe in **deep vertical expertise** combined with **broad horizontal knowledge** to generate tangible growth.

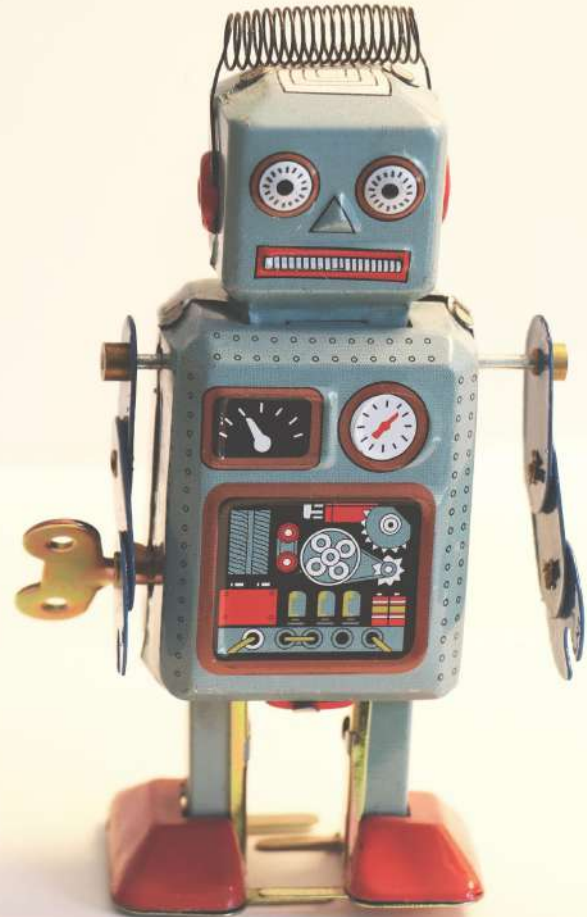
* **Flatland & Empowerment:** building **environments where people can thrive** without being constrained by obsolete procedures.

* **Failure Culture & Risk Management:** Change Management requires **boldness, making fast decisions without having all the information** while mitigating risks through analysis and experience.

LEAN OPTIMIZATION, THE SWISS KNIFE YOU NEED.

Five core principles to turn organizations into agile, high-performance entities.

- * **Value**: ensuring every process **truly makes a difference** for the customer.
- * **Value Stream**: aligning creative steps **in the most efficient way**.
- * **Flow**: running operational stages **without interruptions**.
- * **Pull**: ensuring every action is **driven by real customer demand**.
- * **Perfection**: continuously improving to **never stand still**.





DEV & OPS: START SMALL, GROW FAST.

Nurturing a Startup Mindset inside a Corporation.

- * **Entrepreneurial Agility:** starting as a one-man band to validate the model, then **scaling rapidly**, you don't win alone.
- * **Pacesetting & Empowering:** growth is never a solo run; leadership inspires others to run alongside you, making sure they have **the right shoes for the road ahead**.
- * **Smart Evolution:** swiftly shifting **from service delivery to strategic advisory**, anticipating market needs instead of merely reacting to requests.
- * **Learning Curve:** raising the bar every day so that continuous improvement becomes **a habit and a driver of growth**.

LIVE LONG AND PROSPER. IN FLATLAND.

* When you're in a **fast growing organisation** that's spent years going out of its way to recruit the most intelligent, innovative, talented people available, **telling them to sit at a desk and do what they're told** obliterates 99 percent of their value.

* If you want innovators, that means **maintaining an environment where they'll flourish**.

* That's why it makes sense to **strive to build something like flatland**.



I have not failed.
I've just found
10,000 ways that won't work.



Thomas Edison

FAILURE CULTURE: BOLD, NOT RECKLESS

- * Change management is the **core competence** of a top-level manager.
- * The recurrent and main challenge is always to make **the right decision quickly and never with all the needed information.**
- * To manage, to lead, you must **take risks**, you cannot think to make decisions always safe and in your comfort zone, you must be courageous.
- * The difference between **who dares and who gambles** is that usually the latter is **poor in risk management.**

WHAT'S NEXT? BEYOND GROWTH, TOWARDS IMPACT

The future is not only a matter of technology, but of vision, culture and responsibility towards the community. You can call it caring.

* **Social Responsibility:** experience must be shared to **give back value and generate an impact.**

* **Foundations and Culture:** if curiosity is the engine that keeps us from stagnating, culture, history and memory can serve as compass, map and sextant to **set the right course and avoid dead ends.**

* **The Technological Lever:** digital, AI and mobile are tools, like a shovel or a lever; technology is not neutral – it can be used to dig a moat or to move a boulder, and **the difference lies in choice and decision.**



**Ambitions
& new goals**

WORK ETHIC part 1

from Merriam-Webster

* *a set of values centered on the importance of doing work and reflected especially in a **desire or determination to work hard***

* *a belief in work as **a moral good***

WORK ETHIC part 2

from Merriam-Webster

* *a set of values centered on the importance of doing work and reflected especially in a **desire or determination to work hard***

* *a belief in work as **a moral good***

* To **make money** is GOOD

* To **make a difference** is BETTER

* To **make the difference making money** is THE BEST

LONG STORY SHORT, ONCE MORE

Yes, I'm a tech guy because I worked in tech agencies for more than 15 years and probably because I've been a bit geeky since the release of Sinclair ZX82.

This is the "easy" part. Technical competencies and skills are not so difficult to learn, there are tons of good books you can read and courses you can attend.

As happened to me in the past in moving from content, as a copywriter, to organization and process, as a PM, the harder part has been related to acquiring **strong and deep knowledge and experience in all the usually named soft-skills** related to leadership and management.

Where I think good books are fewer and where you need the opportunity **to find good mentors and coaches**.

I've been lucky.



time is our most precious - because scarce - resource, thus...

thanks!

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