Marco Potesta

Partner, Product Management

marco.potesta@digitalworksgroup.com

+ 44 7788 292 590

https://uk.linkedin.com/in/mpotesta

Marco brings over 20 years of digital and senior leadership experience to the team in e-commerce, product, commercial and operational roles in fast-paced and high growth technology businesses. With P&L experience and operating at all levels from strategy to delivery, he has held senior roles at Insight, Plusnet and Sheffield Wednesday FC, Digital Region and Communisis.

Marco truly believes in customer-centric products and is dedicated to enhancing collaboration and cultivating a customer experience-led 'mindset' that enables a business to transform and innovate.

Skilled at challenging and refining existing marketing and product strategy, he drives business growth and maximises the use and value of digital investments. Above all pragmatic and straight talking, Marco relentlessly focuses on 'getting the job done' and is a major driving force for change.

- Marketing and product strategy (development and execution)
- Operational service management and customer experience (online and offline)
- Web strategy and implementation
- CRM design and implementation as well as customer insight programmes
- Low cost, high yield marketing for customer acquisition, conversion, retention and referral

Marco has successfully helped clients deliver profitable growth and increase customer numbers and retention across multiple sectors: financial services and fintech, ecommerce, FMCG and martech, and telecoms and media.

Key achievements include:

- *Converted loss making B2C to profitable B2B model and implemented high growth ecommerce channel.*
- *Design and delivery of fixed line product propositions and responsible for self-serve online customer experience.*
- *Key executive in IPO and subsequent trade sale for £67m and merger and acquisitions totaling £30m+.*
- *Created a £10m business from multiple acquisitions and through efficiencies and business growth, increased profitability to 30% net.*

"Marco acted as product owner for a very innovative new product in Kalixa. I was extremely impressed by his focus, pragmatic approach, understanding of technical constraints and openness to collaborative work in the context of Scrum-based new product development."

Deyan Petrov, Head of Technology, Kalixa Payments Group

Marco Potesta is part of a multi-disciplinary team of strategy, execution and growth experts.

Think

Our Strategy, Leadership & Innovation team are experts in helping clients develop successful digital strategies

Execute & Grow

Our Optimisation & Delivery team are experts in helping clients successfully execute their digital strategy and grow.

- **End-to-end or specific needs**. Our team is structured to provide the exact skills you need
- **A 'think + do' approach**. With expertise, methods and networks to rapidly deliver tangible business benefits
- **A collaborative, pragmatic, and flexible culture**. Sharing insights and expertise to bring the best to our clients

http://www.digitalworksgroup.com