

# LORENZO LEPROTTI

Milan, Italy | Italian Citizen

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## SUMMARY

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Co-founding **Ataraxia**, an early-stage project building end-to-end AI agents for the R&D of bio-based polymers targeting critical industries (robotics and aerospace), progressing toward a Google partnership. Worked across marketing, product development, and business analysis at a U.S. manufacturer, serving as the primary analytical resource for the CEO: built market intelligence tools, ran go-to-market research, and supported enterprise deals from competitive research to final pitch. Bocconi Economics and Finance degree. Native Italian, fluent English and Spanish. Lived and worked across Italy, Argentina, and the US.

## PROFESSIONAL EXPERIENCE

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### Piana Technology – Atlanta, GA (US) – Business Analyst / AI and Digitalization

06/2025 – 04/2026

- **Business Intelligence & Innovation:** Designed and built a [market intelligence app](#) (Python/Flask, PostgreSQL, PWA) adopted by cross-functional teams (CEO, R&D, and sales). Automated multi-industry event tracking and insight generation via API pipelines, delivering data-driven [dashboards and reports](#). Reduced research time from hours to minutes.
- **Programmatic Research & Data Analysis:** Built [Python pipelines](#) to transform raw prospect lists into prioritized sales intelligence. For live conferences, scored 2,000+ attendees down to ~100 high-fit targets via sequential API calls, replacing manual outreach with data-backed targeting.
- **Process Design & Digital Transformation:** Redesigned the employee review process from paper to a fully digital workflow (SharePoint, Power Automate, Teams). Led the build-out of B2C and B2B digital presence, including a custom Shopify storefront with a proprietary product configurator.

### Piana Technology – Atlanta, GA (US) – Product Development / Marketing Intern

08/2024 – 06/2025

- **Product Research & Market Sizing:** Led go-to-market research for a new product line (Piana Sleep): competitive landscape analysis, price segmentation, positioning, and category benchmarking. Defined technical and commercial requirements for three prototypes.
- **B2B Sales Support & Pitch Development:** Supported the enterprise RFP for a major Air New Zealand contract, from competitive research to final pitch deck. Translated technical capabilities into a commercial value proposition, helping reach the global top 2.
- **Marketing Analytics & SEO:** Built the GA4 analytics setup from scratch and ran technical and content SEO audits across both corporate websites. Led Cloudflare migration, improving Core Web Vitals and page speed. Built a public-facing store locator and took over website maintenance in-house, saving ~\$3,000/year previously spent on an external agency.

## EDUCATION

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### Bocconi University – Milan, Italy – Bachelor's Degree, Economics and Finance (2021–2024)

- Final thesis: “The international expansion in digital payment systems: the Mercado Pago case” (prof. Omarini)
- Exchange semester student at UADE Buenos Aires (2023)
- Co-founded [The Bear Street Journal](#) (2022 – 2026), writing on strategy and markets. Content Developer at Bocconi Students for Digital Transition (2022–2024)
- Relevant coursework: Corporate Finance, Strategic Marketing, Computer Science (Python, Data Analysis)

## SKILLS

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**Business & Analytics:** Market Sizing, Competitive Research, Go-to-Market (GTM) Strategy, Budgeting & Forecasting, Unit Economics (CAC/LTV), HubSpot CRM, Data Visualization

**AI & LLMs:** Claude, Perplexity, Gemini (API integrations), prompt engineering, agent-based workflows

**AI-Assisted Development & Automation:** Python (Flask, scrapers, automation), PostgreSQL, Make.com, Power Automate, GA4. Built and maintained with Claude Code and similar assistants.

**Productivity:** Microsoft 365 (Excel, PowerPoint, Lists), Google Workspace (Sheets, Slides), Notion

**Languages:** Italian (Native), English (Fluent), Spanish (Fluent)

**Interests:** Cycling, backpacking, biographies, cooking.