Lucrezia Noli

I'm Leading the Way for Effective Digital Transformation at Scale

I lead the conceptualization and implementation of Data & AI strategies, driving transformative digitalization programmes for both large enterprises and digital natives. I leverage my expertise in Big Data & AI technologies to enable organizations to optimize their operations, enhance decision-making capabilities, and establish a competitive edge in their respective industries.

WORK EXPERIENCE

Databricks, London
Sr. Delivery Solution Architect (Aug '23)
JUNE 2020 - PRESENT
Previous roles: Customer Success Engineer, Senior Customer Success Engineer, Delivery Solution Architect.

The DSA role: I manage a portfolio of strategic global customers, serving as a technical thought leader and delivery manager. I oversee complex AI programmes that leverage Big Data environments, supporting their delivery end-to-end; from ideation and creation of a capability roadmap through to technical implementation and delivery of change management and data literacy initiatives.
Key metrics:
- Specialized in Healthcare & Life Sciences to help our biggest customer globally achieve $500+M of business value created through D&A initiatives and $25+M of cost savings over a period of 2 years.
- Formalized the roadmap to roll-out our most complex data governance product for enterprises, Unity Catalog, tackling technical and change management blockers.
- Helped companies navigate the GenAI space to crystallize strategies on how to innovate leveraging LLMs.
- Created Digital Literacy programmes to democratize usage of Data & Analytics Data Products for business users.
- Established Center of Excellence programmes to accelerate Digital Transformation across the enterprise, orchestrating delivery through partners, ISVs and SIs.
- Accelerated time to market by providing technical strategic expertise on platform set-up, product ideation and delivery.

The CSE role: I managed a portfolio of digital native customers, focusing on accelerating their go-to-market strategies through the use of the Databricks Platform. I focused on mentoring and training the teams, creating personalized digital acceleration roadmaps and analyzing relevant data and metrics to provide startups with actionable recommendations, enabling them to make informed decisions to refine their digital strategies.
Key metrics:
- Manage a $10M+ portfolio of global customers, with an average QoQ growth of 15%.
- Achieved a 120% increase in deal value for my top 2 customers.
- Successfully stood up and nurtured 5+ user communities for a total of 3000+ users onboarded.
- Actively supported the launch of the Italian market by securing key partnerships with the main market players, with whom I developed rapport throughout my academic and professional career.

Dataskills, Milan
Big Data Scientist
OCTOBER 2017 - MAY 2020

The role: I spearheaded the transition of traditional Italian corporations into cloud-first, AI-centric organizations, by developing digital transformation programmes and building Artificial Intelligence solutions that optimized, automated and enhanced business processes for our customers.
Key Metrics:
- Ideated and architectured AI-based Data Products to aid business processes and strategies like customer segmentation and personalization, fault detection, document categorization, and [financial performance optimization](#).
- Scaled out Digital Transformation and Change Management programmes by ideating and delivering Digital Literacy courses for several of the biggest Italian corporations (Banca Generali, Unicredit).
- Established multi-year partnership with SIs on the territory, most notably [Excellence Consulting](#), which eventually led to the merger of Excellence and Dataskills to scale the business further.

References: Alessandro Rezzani, Founder & CEO.

CONTACTS
+44 7706955436
misslucrezianoli@gmail.com
strikingly.com/lucrezianoli

LANGUAGES
Italian, English, Spanish.

D&A SKILLS
Languages: SQL Python, R.
Data engineering/ops: Azure & AWS infra and native tools, Databricks
Data Science: Databricks MLFLow, Azure ML, Knime, H2o.
Data Analytics: Power BI, Power Pivot, Tableau.
Certifications
- [Azure Data Fundamentals DP-900](#)
- [European Computer Driving License](#)
- [Certificate of Professionalism in Innovation Practice](#)
- [MSP®](#)

DATA SCIENCE CONFERENCES

SPARK+AI Summit 2019
This is the biggest event worldwide concerning Apache Spark. I participated as a speaker, presenting a Machine Learning engine which exploits Apache Spark distributed framework to analyze time-series data.

WPC 2018 & 2019
WPC is the biggest conference on Microsoft Technologies in the national territory. I participated as a speaker with a session on Deep Learning techniques applied to Computer Vision.

AI&ML Conference @ Microsoft
This conference aimed at bringing to Italy experts in the fields of AI and Machine Learning. I participated in a technical section on the mathematics behind NLP techniques and a practical demonstration on the use of Transfer Learning applied to text classification.

Bocconi University – IT Education Service Center, Milan
Academic Fellow
APRIL 2019 - JUNE 2020

I was a Lecturer for the following courses:
- **Computer Science**: a curricular course I taught for two groups of first- year Bachelor Degrees across management, finance and economics majors.
- **Big Data Analytics**: an extracurricular course for Bachelor and Masters students. I re-ideated the course format and syllabus to cater to a wider audience and provide more tangible tools students leveraged in their everyday work within both academic and corporate communities.

References: Alberto Clerici, Director of BISE.

Metail, London
Business Development Manager
JULY 2016 - FEBRUARY 2017

The role: while completing my Masters degree I joined Metail, a startup developing an AI-powered 3D modeling technology, which was later acquired by **TAL Apparel**. I supported the end-to-end sales cycle, focusing on accelerating pipeline generation and qualification. I became familiar with positioning and selling AI products to traditional brick-and-mortar retail companies, as well as AI-centric ones.

Key Metrics:
- I supported the launch of an innovative technology product called **Composed Photography**, which nowadays substitutes a large part of real-models photoshoots, and became Metail's core business, and primary revenue source that supported the £10M acquisition by TAL.
- I ideated and ran the "**Change the way you shop**" campaign to collect end-users' feedback to tailor our product offering.

References: Mark Hodgson, CCO; Vikesh Shah, Commercial Director.

EDUCATION

Bocconi University, Milan
Master of Science in Economics and Management of Innovation and Technology
110 Cum Laude
SEPTEMBER 2015- DECEMBER 2017

Thesis: " Machine Learning Techniques to Investigate the ALS Disease"
Recognitions: Second prize in **PRISLA** contest for ALS disease investigation

Bocconi University, Milan
Bachelor of Science in International Economics, Management and Finance – Finance Major
103/110
SEPTEMBER 2012- OCTOBER 2015

Thesis:"Psychology as a driver of asset prices: an analysis of the limits of arbitrage in irrationality-driven markets "

University of Technology, Sydney
Campus abroad: New Products and Product Management
JANUARY 2015- FEBRUARY 2015

Center for Creative Arts, Chattanooga, TN
Exchange Program: majoring in Music and Performing Arts
JULY 2010- JANUARY 2011

Liceo Artistico Umberto Boccioni, Milan
High School Diploma: majoring in Graphic Design
SEPTEMBER 2007- JUNE 2012

ODSC Meetups @ Microsoft
ODSC is a global community that aims at gathering up experts in the Data Science field to create innovative AI and Machine Learning solutions.

SQL Saturday
This series of one-day events held worldwide was ideated by the Professional Association for SQL Server (PASS) in order to advance knowledge within the Data Science realm.

OTHER EXPERIENCES
- **BrainCherriesPodcast**
  Founder
- **Toastmasters at Databricks**
  VP PR
- **Jazz Wave**
  Conductor
- **Creativi Digitali**
  Performer
- **TECH@B**
  Member
- **PROGETTO GLIK**
  Performer
- **SOCHUM**
  Committee Delegate