Raffaele Farinaro

Product Manager

> " He is the best one around! "
> My mum

Email
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Address
Zurich, Swizerland

Socials

Linkedin
raffaele-farinaro

Languages

Italian
Native

English
Professional working

Spanish
Medium

German
Elementary

Turkish
Elementary

Experience

Product Manager
Scandit

May 2021 – Present

📍 Zurich, Switzerland

- I currently own the product roadmaps for several software computer vision products, including barcode scanning (e.g., SparkScan, which I nurtured from a hackathon idea to a successful launch) and OCR solutions (e.g., Smart Label Capture, which I took over from another team and am enhancing with new features to improve product-market fit).
- I've introduced tools and processes to improve organizational workflows and communication, such as a company-wide dashboard tracking product adoption, paired with reports now used across teams. I've also contributed to the ideation and development of features and products that are live and successfully driving value in the market.
- Currently, I'm spearheading the development of the company's first fully GenAI-driven solution, leveraging my expertise and studies in AI and agentic systems.
- I thrive in agile environments, collaborating across diverse teams while also taking ownership of projects to deliver impactful outcomes.

Project Manager
ARET video & audio engineering

Jan 2019 – Apr 2021

📍 Milan, Italy

- I led the preparation of national and international tenders, designing tailored technical solutions in collaboration with clients and partners.
- I developed custom software solutions to optimize production workflows, including dashboards that remain in use today, such as those utilized by Serie A.
- I organized and executed marketing campaigns—spanning websites, newsletters, and social media—and promoted our solutions through press releases in specialized publications. Some of the projects I contributed to were recognized with international awards for innovation and quality.
- I also developed system integration solutions in close coordination with the presales team, managing suppliers and technical manpower. My work took me across Europe and Africa to oversee global system commissioning and deliver technical training to clients, ensuring smooth deployments and knowledge transfer.

Skills

Product
- Design
- Discovery
- Launch

Ideation and MVP

- User Experience
- User Interface

Project Management

Technical
Data Analysis

LLMs

LVMs

AI Agents

HTML / JS

Python

Swift

Kotlin

Education

Politecnico di Milano
Engineering Physics
Bachelor
2013–2016

Politecnico di Milano
Nano Optics and Photonics
Master
2016–2018

Duke University
Machine Learning Foundations for Product Managers
Coursera Edition Course
2024

Vanderbilt University
Agentic AI and AI Agents: A Primer for Leaders
Coursera Edition Course
2025

Side projects

upwordo
An app to learn german via micro stories. I focused on the creation of the app and the AI integration.

🔗 upwordo.com

Fisici Senza Palestra
A community for scientific outreach. I curated the blog and managed the team of authors.

🔗 fisicisenzapalestra.com

Introduzione alla fisica dei quanti
University textbook featuring exercises and methods in quantum physics.

🔗 ibs.com