

GAETANO CATAACCHIO

Senior IT Business Partner | Generative AI Program Governance | Enterprise Digital Transformation

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€100M+ IT portfolio owned | 95% on-time releases, zero critical incidents | GenAI in production on **Salesforce Einstein GPT / Azure LLM** | Trusted advisor to **CIO & CFO**

SUMMARY

I've taken Generative AI from pilot to production at Sky Italia: two initiatives live on **Salesforce Einstein GPT and Azure LLM** — not just certifications, but models actively used in Service Management and customer handling. For 15+ years I've led large-scale CRM/BSS transformation in Telco and Media (Vodafone, Sky Italia): a portfolio exceeding **€100M** across 15-20 workstreams, **95%** on-time releases, zero critical incidents at go-live. I'm the person CIOs and CFOs bring in when strategy needs to become execution — without losing the details that make programs fail.

CORE COMPETENCIES

IT Business Partnership · Program & Portfolio Management · CRM/BSS Transformation · Generative AI Adoption & Governance · Digital Transformation · C-Level Stakeholder Alignment · Business Case & Roadmap Design · Governance & Risk Management · Vendor Management · Revenue Assurance · Identity & Access Management · SAFe 6 / Agile / Hybrid Delivery · CAPEX/OPEX Optimisation · Prompt Engineering · Onshore/Offshore Team Leadership · Business-IT Alignment

EXPERIENCE

Senior IT Business Partner — Sky Italia s.r.l., Milan

November 2019 – Present

- Owned an IT transformation portfolio exceeding **€100M** across 15-20 concurrent workstreams (CRM, BSS, Sales Platforms, Identity, Payments, Data), delivering **95%** on-time releases and **zero Sev1 incidents** at go-live across 6 years.
- Generative AI in production (Salesforce Einstein GPT/Azure LLM)**: led two end-to-end initiatives — a model supporting Service Management in cutting defect-resolution time, and an AI “advisor buddy” that recommends real-time next-best-actions to operators based on customer and interaction context — among the first structured GenAI use cases in Sky Italia's CRM ecosystem.
- Defined and governed enterprise IT roadmaps aligned with Sky Italia's strategic priorities, enabling a **15%** improvement in delivery cycle speed and measurable NPS uplift (**+5 points**) through optimised investment decisions and business-IT prioritisation.
- Led group-level Identity & Access Management initiative: delivered FIDO2 authentication for **13,000+ users** across 16 core sales applications, eliminating critical access vulnerabilities in revenue-generating channels — adopted as Sky Group benchmark for security compliance.
- Drove end-to-end CRM modernisation to Salesforce Lightning for thousands of active users in Sales and Customer Operations, ensuring full business continuity while significantly reducing technical debt and legacy architectural complexity.
- Conducted feasibility assessments and multi-vendor analysis across **8+ software centers** (CRM, Billing, Catalogue, Sales Channels, Integration, Data Lake), ensuring architectural consistency and delivery readiness before investment commitment.
- Led executive steering with **CIO and CFO** on a weekly basis, translating investment trade-offs into financially sustainable roadmap decisions; accountable for CAPEX/OPEX balance across the full portfolio.
- Introduced an AI-driven governance model: delivery KPIs, cross-team checkpoints, and risk monitoring mechanisms that reduced misalignment incidents and improved on-time delivery across distributed onshore/offshore teams.
- Strengthened E2E quality governance, reducing post-deployment defects by over **30%** through structured validation processes and release management discipline.

Senior IT Solutions Specialist — BSS Transformation — Vodafone S.p.A., Milan

October 2016 – November 2019

- Led BSS digital transformation programme replacing legacy Rating & Billing systems with a modern, standardised architecture, reducing maintenance OPEX by ~25% and improving development efficiency across the delivery organisation.
- Delivered a new end-to-end payment gateway and online top-up platform processing 5+ million monthly transactions across multiple payment methods (credit card, direct debit, digital wallets) — the programme's flagship delivery milestone.
- Designed and implemented a Revenue Assurance and Fraud Management framework across the order-to-cash lifecycle, introducing cross-system reconciliations that cut revenue leakage by approximately €4M per year.

- Coordinated IT, Commercial, and Operations stakeholders to align the technology roadmap with business KPIs including NPS, conversion rate, order fallout reduction, and operator efficiency.
- Acted as primary liaison between business, technical teams, and external vendors across CRM, SAP, Billing, and Digital Channels workstreams, ensuring cohesive delivery of transformation objectives.

IT Functional Analyst — CRM & BSS Consulting — Sytel Reply s.r.l., Milan

February 2011 – October 2016

- Led multi-vendor CRM and Charging system upgrades for a Tier-1 Italian Telco client, managing cross-functional teams and negotiating Statements of Work with external suppliers to secure favourable SLAs.
- Produced business cases and investment rationale that unlocked over €8M in CAPEX approval for enterprise integration programmes; conducted AS-IS/TO-BE analysis defining ownership models and governance standards across heterogeneous systems.
- Led feasibility analyses, functional and technical design, and cost estimation for enterprise-scale BSS transformation initiatives, including Rating, Billing, Fraud Management, and SEPA-compliant payment flows.
- Managed Rating & Billing flows end-to-end, ensuring business alignment and technical integrity across the full delivery lifecycle.

Business Analyst & Tester — CRM International Delivery — Accenture S.p.A., Milan

May 2010 – January 2011

- Executed functional and regression testing on Siebel CRM 8.1 for Vodafone Türkiye, logging 250+ defects and ensuring on-time cutover of number portability and customer lifecycle enhancements.
- Operated in a cross-country project team bridging business and technical requirements across Italy and Turkey, building structured analysis and prioritisation skills in a high-pressure international delivery environment.

Software Developer — Sensor Integration — Waveng s.r.l., Bari

January 2009 – December 2009

- Developed C/C++ integration modules for IR/NIR fire-detection sensors and weather radar feeds in wide-area environmental monitoring systems, ensuring robust, scalable system behaviour in real-world deployments.

EDUCATION

2005–2008: Master's Degree in Automation Engineering — Grade 110/110, Politecnico di Bari

2002–2005: Bachelor's Degree in Automation Engineering — Grade 103/110, Politecnico di Bari

2009: State Professional Engineering Examination, Politecnico di Bari

CERTIFICATIONS

- SAFe 6 Agilist — Scaled Agile: Scaled Agile Framework, PI Planning, ART delivery
- Practical Application of Gen AI for Project Managers — PMI: AI-driven delivery, prompt engineering, workflow automation
- Generative AI Overview for Project Managers — PMI: AI adoption frameworks, risk and governance for AI initiatives
- AI Prompt Engineering Specialist — applied prompting techniques for delivery and service-management use cases

TOOLS & PLATFORMS

Project & Portfolio Management: Jira, Confluence, Microsoft Project, Microsoft Loop, Trello

CRM & Customer Platforms: Salesforce Lightning, Salesforce Einstein GPT, Siebel CRM 8.1

Generative AI / LLM: Salesforce Einstein GPT / Azure LLM, Prompt Engineering, AI Use Case Design

BSS / OSS & Billing: Rating & Billing Systems, Charging Systems, Revenue Assurance, Fraud Management

Payments & Digital Channels: Payment Gateway, Online Top-Up Manager

Methodologies & Frameworks: SAFe 6, Agile (Scrum/Kanban), Waterfall, Hybrid Delivery

Compliance & Governance: SOX, GDPR, IT Security, FIDO2 / Identity & Access Management

SKILLS

Program Management · Portfolio Governance · Generative AI Adoption · AI Governance & Risk · Agile & SAFe Delivery · Capacity Planning · Stakeholder Management · C-Level Communication · Business Case Development · Roadmap Design · AS-IS/TO-BE Analysis · CRM Implementation · BSS/OSS Transformation · System Integration · Revenue Assurance · Vendor Management · Contract Negotiation · Onshore/Offshore Team Management · Risk Management · Technical Debt Management · Digital Transformation · Cloud Migration · Identity & Access Management

LANGUAGES

Italian: Native | English: Professional working proficiency | French: Elementary

I authorize the processing of my personal data contained in this CV pursuant to EU Regulation 2016/679 (GDPR) and Italian Legislative Decree 196/2003 (as amended) for recruitment purposes.