



# GIANNI PONZI

Senior Manager with more than 17 years of experience in the Internet Industry. I am currently on the Leadership team and the Head of Marketing at Scurri, an Irish based VC funded logistics start-up. I am responsible for managing the Marketing effort and team daily to plan, implement and adapt appropriate marketing campaigns to drive lead generation activity to achieve the sales targets, establish a clear UVP and positioning for customers and establish Scurri as a recognised brand in Personal Delivery to the UK Top 500 retailers

**Problem Solver:**  
Ability to identify current and future client needs and expectations

**Clear Communicator:**  
Ability to communicate clearly, presenting complex matters in a simple but comprehensive manner.

**Strong Customer Service Mindset:**  
Committed to high quality service standards. Self-motivated, proactive and with a strong sense of initiative.

- Client Development
- Customer Service
- Business Management
- Business Development

- Product Development
- Sales Management
- Business Planning
- Project Management

- Sales Tracking and Analysis
- Marketing
- SEO
- SEM

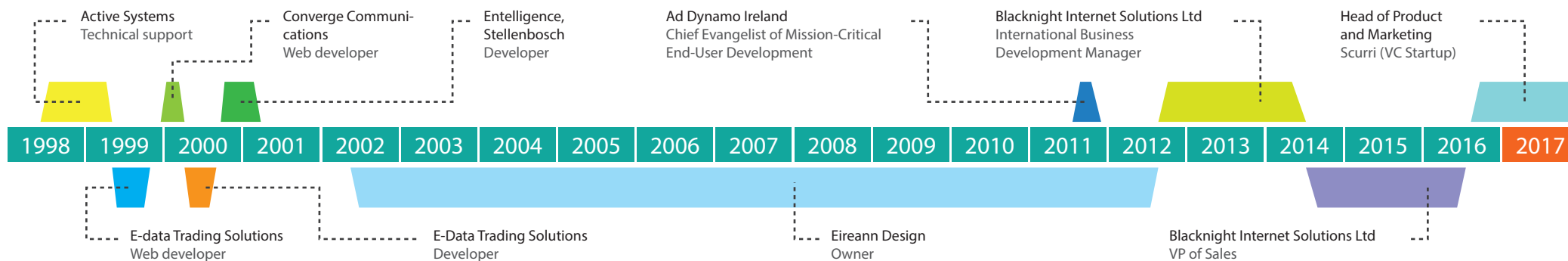
- Domain Management
- gTLDs
- ccTLDs
- ICANN

- Registry relations
- Cloud Computing
- Hosting
- Dedicated Servers

- SE Analytics
- UX
- UI
- CSS

- PHP
- ASP.NET
- MS SQL
- MySQL

## EXPERIENCE



## SKILLS AND COMPETENCIES

## EDUCATION

- 2017:** Polemic Digital, Technical SEO course
- 2016:** AnalyticsTraining.ie, Google Analytics Masterclass (3days)
- 2015 - 2015:** Inbound Marketing Certificate, Hubspot Academy
- 2014 - 2014:** Forus Training, Project Management Course
- 2008 - 2008:** Moresoft, MCPD
- 2001 - 2001:** Netscope Training (Pty) Ltd, Mastering Programming.NET, .NET
- 1998-1999:** Computer Science Institute of Cape Town, Diploma, (Oxford U) Information Technology

## ACHIEVEMENTS

- Represented Western Province, South Africa at Schools and Senior Level in Polocrosse (1991-1992). Head Coach of Senior Male 'B' Polocrosse Team (1993) and Schools Polocrosse Team (1994).
- Road race cyclist in both South Africa and Ireland
- represented the University of Stellenbosch at the inter-University cycling 3 day event.
- active participation and wins in a number of road races.

## RECOMMENDATIONS

Gianni is a technically talented individual who happens to have the unusual combination of great interpersonal skills & business savvy. He is driven & knowledgeable, and most importantly passionate about everything he undertakes. Gianni has a great attention to detail & working with him again after more than 10 years in Ad Dynamo is a blast. Sean Riley, CEO at Ad Dynamo

## ASSOCIATIONS

IIA, Dublin Chamber of Commerce, Sales Institute of Ireland, Wexford Chamber, IGO People, Enniscorthy Coffee Club, FUSE, Wexford Means Business, South East Marketing Institute, Barrow Wheelers.

## LANGUAGES

- English: ★★★★★
- Afrikaans: ★★★★★
- Italian: ★★★★★