ROBERTO STIFANO

robstifano@gmail.com / www.linkedin.com/in/roberto-stifano

PROFILE

Project Manager with over six years of end-to-end delivery experience across B2C and enterprise SaaS platforms, from requirements gathering and integration design through to phased go-live and post-launch stabilisation. Fluent in English, Spanish and Italian, I excel at bringing order to complexity, anticipating blockers before they land, and holding cross-functional teams accountable to outcomes. I build AI into delivery as standard practice, automating repeatable processes, developing internal artefacts and client-facing tools, and protecting capacity for the decisions that require deeper strategic thinking.

AREAS OF EXPERTISE

Delivery & Governance	Leadership	Tech & AI
Agile & Waterfall Frameworks	Cross-functional Leadership	AI-Assisted Development
Risk & Dependency Management	C-Suite Management	Claude, JIRA, Postman, Confluence
Data-informed Decision Making	Coaching & Mentoring	REST APIs & Systems Integrations

PROFESSIONAL EXPERIENCE

ANTAVO AI LOYALTY CLOUD — BARCELONA, SPAIN

PROJECT MANAGER, JAN 2025 – PRESENT

- Delivered enterprise SaaS loyalty implementations for global brands including F1, PUMA, C&A and Shokz, managing projects end-to-end from discovery and scoping through to launch and hypercare
- Directed Calvin Klein's North America launch supporting the migration of 11 million members within a six-month delivery timeline on a project valued at approximately $500k, coordinating multiple workstreams and critical system integrations
- Managed complex API and platform integrations across CDPs, e-commerce, and marketing ecosystems including Shopify and Salesforce, aligning technical delivery with contractual and commercial commitments
- Advocated internally for enterprise feature development aligned to client requirements, including securing prioritisation of a net-new CDP integration with Insider ahead of contractual deadlines
- Introduced structured implementation governance across milestone tracking, QA standardisation, and retrospective processes, resulting in greater delivery accountability and more consistent output across project teams
- Built an AI-powered delivery workflow to aggregate daily signals from Gmail, Confluence, Jira, Slack, and client meetings into activity snapshots, directly feeding weekly client updates and eliminating manual reporting overhead

CURIO — LONDON, UK

PROJECT MANAGER, DEC 2021 – SEP 2024 / 3 YEARS

- Led end-to-end roadmap planning and engineering prioritisation for Curio's new AI product Rio, acting as the bridge between a lean development team and C-suite leadership on delivery progress and strategic direction

- Advocated for the content team's priorities in product and engineering forums, driving roadmap decisions on content discovery, homepage curation, and personalisation algorithms to ensure the product reflected audience needs
- Analysed conversion and engagement data to iterate on a series of growth experiments resulting in a 10% increase in weekly active listeners between 2022 and 2023
- Oversaw the development and release of the award-winning Curio Originals audio series, establishing workflows between Product, Marketing and Content to map out every step of the process, from the episode's recording to its release on Curio's app
- Demonstrated the need to create a custom-made production tool and then led its development and implementation resulting in a 50% increase in production capacity, enabling us to substantially increase Curio's content library

PRODUCTION MANAGER, MAY 2019 – DEC 2021 / 2.5 YEARS

- Led end-to-end production of all audio content, managing an in-house team and a global roster of up to 50 professional voice actors and editors
- Managed partnerships with top-tier publishers like the Financial Times, The Guardian, WIRED, WSJ, and Bloomberg, overseeing content integration and maintaining quality standards
- Drove a continuous pipeline of creative content initiatives, producing original audio shows and immersive adaptations of award-winning journalism and film-worthy articles including Nicolas Pelham's Trapped in Iran and Guy Lawson's War Dogs
- Grew production capacity by 30% by professionalising the audio production process: standardising workflows, integrating professional voice talent and editors cost-effectively, and establishing consistent quality benchmarks across the content library

ASSISTANT GENERAL MANAGER, DRAUGHTS BOARD GAMES BAR
LONDON, OCT 2016 – DEC 2018 / 2 YEARS

EDUCATION & CERTIFICATIONS

THE INSTITUTE OF PROJECT MANAGEMENT - LONDON, 2026

- Certified by the IPM as an AI Project Professional

INTERNATIONAL INSTITUTE OF BUSINESS ANALYSIS - LONDON, 2025

- Entry Certificate in Business Analysis achieved

GOLDSMITHS, UNIVERSITY OF LONDON - LONDON, 2013 - 2016

- Bachelor of Arts in Media and Communications awarded with Upper Second Class Honours (2.1)

ADDITIONAL SKILLS

- Fluent in English, Spanish and Italian
- Expert in Microsoft Suite, Asana, MS Project, monday.com
- Confident with GraphQL APIs, SQL, JavaScript