

SENIOR BUSINESS SOLUTIONS CONSULTANT



Luigia Pirrello

Fashion, Retail & PLM Transformation Advisor

Executive profile for selected consulting mandates, senior transformation conversations and business solution leadership across fashion, retail, PLM/PDM, e-commerce and digital transformation.

15+ years	Enterprise PLM	Luxury roots	Innovation lead
Product, project and consulting expertise	Centric Software implementation and process-system alignment	GUCCI / Kering Group and Giorgio Armani product management	Managed a 7-member IP solution team for fashion retail sustainability

EXECUTIVE POSITIONING

A cross-functional profile connecting fashion and luxury product logic, retail operations, PLM/PDM implementation, digital commerce, analytics and senior stakeholder communication.

<p>PLM / PDM Implementation</p> <p>Agile PLM projects, process analysis, information modeling, configuration mapping, interface definitions, validation and client support.</p>	<p>Fashion & Retail Transformation</p> <p>POS, logistics, unified commerce, merchandising, procurement, product management and rollout readiness.</p>
<p>Digital Business & Analytics</p> <p>Google Analytics, SEO, UX/UI, funnel analysis, PPC planning, website audit and e-commerce process definition.</p>	<p>Executive Delivery</p> <p>Stakeholder management, partner selection, budget management, PMO/Scrum team coordination, documentation and presentations.</p>

SELECTED EXPERIENCE

Enterprise consulting, fashion retail transformation and luxury product management experience.

Centric Software GmbH - Senior Business Solutions Consultant - 01/2024 to present

Agile PLM implementation projects; client process analysis; information modeling; PLM configuration mapping; interface control definitions; legacy PDM conversion; solution modeling; validation; desktop procedures; training and ongoing support. Technical leadership for pre-sales and implementation teams focused on Retail, Fashion, Furniture and Interior Accessories.

CGI Deutschland - Project Manager, Innovation IP Solution - 12/2022 to 01/2024

Managed a 7-member team of architects, back-end and front-end developers, BA and UX designers to conceive, design, build and sell an IP solution, winner of an international CGI internal product innovation challenge focused on sustainability for the Fashion Retail segment.

CGI Deutschland - Process Manager / Business Analyst, Fashion Retail - 02/2022 to 08/2022

Analyzed and designed POS and logistics processes to configure a new Unified Commerce platform and support retail chain rollout based on customer requirements, testing and production configuration with the development team.

CGI Deutschland - E-commerce Analyst / Business Analyst - 2021 to 2022

Website setup and configuration, HTML requirement adjustment, Google Analytics integration, SEO foundations, market research, go-to-market strategy, PPC planning, website audit, UX/UI optimization, user stories and documentation.

Link Instinct / DCI Digital Career Institute - Digital Marketing Consulting, Tutor and Team Lead - 2019 to 2021

Analytics reporting, paid social and Google Ads strategy, online marketing tutoring, partner-company consultancy including website audit, SEO, SEM, PPC and analytics.

GUCCI - Kering Group / GIORGIO ARMANI - Product Management - 2014 to 2016

Product management, merchandise plan planning for male collection, procurement, data analysis, cash flow analysis and pre/post sales campaign management.

Industries, tools, education and professional keywords for fast executive scanning.

Industries <ul style="list-style-type: none">• Fashion• Beauty• Retail• Food• Automotive• Digital Media• IT• E-commerce• Photography	Tools & platforms <ul style="list-style-type: none">• PLM/PDM TXT• Omnichannel retail platforms• Jira & Confluence• SAP• SAP Hybris• Google Analytics• Google Ads• Ahrefs• Adobe Creative
Certifications & training <ul style="list-style-type: none">• Professional Scrum Master / PSM I• Certified PMI Scrum• Digital Marketing / E-commerce Certificate• Google Analytics Certificate• Google Ads Search & Display• Google My Business Certificate	Languages & education <ul style="list-style-type: none">• Italian• English C1• German B2• French A2• Master Business & Product Innovation, MFI• Doctor of Law, La Sapienza di Pisa

SELECTED PROFESSIONAL FOCUS

Senior Business Solutions Consultant | PLM Consultant | Fashion Retail Transformation | Product Manager | Project Manager | Business Analyst | E-commerce Analyst | Omnichannel Retail | Digital Transformation | Sustainability in Fashion Retail

CONTACT

Professional enquiries are intentionally routed through the protected form on luigiapirrello.com. The public PDF does not display private address, phone number or direct email.