

**PERSONAL DATA**

**Name and Last Name:** Paolo Picazio  
**Address:** Via Galvano Fiamma 10, Milan  
**Nationality:** Italian  
**Linkedin Profile:** <https://www.linkedin.com/in/paolop/>



**TL;DR**

Almost 20 years experience in advertising and ecommerce industries with a proven track record and a consolidated professional network. I have kicked off Shopify operations in Italy, defining go-to-market and product roadmap, contributing to one of the highest growth worldwide during my first 12 months.

At Facebook (now Meta), I was part of the Italian Leadership team, in-market responsible and spokesperson for the developers and agencies ecosystems. I led the lastminute.com acquisition team in South Europe and LATAM, responsible for a multi-million budget.

I'm passionate for people development: I hired and coached high performing, cross-functional individuals across multiple domains of expertise. I have strong stakeholders management skills in key projects across internal functions and with external partners. I have P&L management experience: setting and meeting financial targets, headcount planning, budgeting and reporting.

Parallel to my work, I'm a startups investor & a business advisor.

**KEY PROFESSIONAL EXPERIENCES**

**Company:** Shopify  
**Date:** Feb 2020 – Present  
**Role:** **Country Manager, Italy & Head of Southern Europe Partnerships**



Overseeing operations, developing local market strategy and influencing product roadmap for the Italian branch. Legal representative, Country spokesperson, responsible for the coordination of the teams in charge of sales, business development, PR, marketing and strategic partnerships.

Since April 2024, in charge also of Shopify Partnerships for Southern Europe.

**Company:** Facebook (now Meta)  
**Date:** June 2014 – Jan 2020  
**Role:** **Manager, Enterprise Partnerships**



Italian Leadership team member and in charge of the Facebook Marketing Partner Program for South Europe, Middle East and Africa: the ecosystem of companies building adtech and martech solutions for the Meta properties (Facebook, Instagram, Messenger and WhatsApp). Among my main responsibilities:

- Coordinate a portfolio of third-party companies, generating \$1B+/year in advertising revenue
- Represent and evangelize Facebook's Marketing programs to the industry and developers partners

**Company:** lastminute.com

**Date:** January 2010 – May 2014

**Position held:** **Sr. Acquisition Manager – South Europe & LATAM**



Working across Barcelona and Milan as responsible for all the **Online Acquisition activities for South Europe and LATAM.**, managing a team in charge of online partnerships (metasearches, affiliates, special projects).

Responsible for growth, efficiency, budget management, P&L, managing more than 60% of the whole online investment and reporting directly to the Managing Director of Italy and Spain.

#### OTHER PROFESSIONAL EXPERIENCES

- **TradeDoubler (Jan 2008 - Dec 2009):** as Account Director, I was managing the affiliate team accounting for 30% of TradeDoubler Italy revenue. In my portfolio: American Express, Apple, eBay, Expedia, lastminute.com, Sky.
- **Dada (Jan 2007 - Dec 2007):** As Web & Mobile Marketing Specialist, I was In charge of planning web and mobile advertising campaigns through all the traffic sources (SEM, SEO, affiliates, display), managing a multi-million advertising budget
- **Youbuy.it (Dec 2004 - Sep 2006):** As Digital Acquisition Manager, I was responsible for all the acquisition activities for one of the first Italian e-commerce stores, managing a €1M/year advertising budget

#### EDUCATION

- **July 2006:** Degree in Communication Sciences, Università di Salerno. Thesis title: “Google boom: development, strategies and new challenges of one of the most important dotcom”.
- **2003/2004** “Universidad de Extremadura” (Spain) - Erasmus project.

#### LANGUAGES SKILLS

**Italian:** Mother Tongue

**English:** full proficiency

**Spanish:** full proficiency

#### INTEREST AND PASSIONS

Street art, design, history, politics, trekking, cooking and traveling.

*Autorizzo al trattamento dei miei dati personali ai sensi del D. L. 30 giugno 2003 n. 196*