



ELENA ROVATI

Innovation - Design - Strategy

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SKILLS

- Education in Design and Business
- Innovation management from concept to implementation
- Product definition and strategy
- User Research and UX management
- People management
- Design Thinking methodologies
- Trends research and future forecasting

LANGUAGES

- Italian: Mother tongue
- English: Advanced (TOEFL IBT)
- German: Intermediate (Zertifikat Deutsch B1)
- French: Advanced C1
- Spanish: Intermediate B1

MBA with 12 years of experience in corporate design strategy and innovation consulting. Particular expertise in identifying, evaluating and executing opportunities for digital products and services across industries (location based services, logistics, chemicals, fin-tech, mobile products, wearables, connected driving, consumer electronics, domestic appliances).

Global experience in Italy, Germany, Korea and the US. Fluent in several languages.

Carrying a holistic view of user-experience, technology and business with a passion for finding the sweet spot to make innovation happen, both delighting customers and creating value for stakeholders. Comfortable in embracing uncertainty and complexity and with ability to lead teams and deliver simple and successful solutions.

Socially energetic, consistently striving to disseminate a culture for innovation by training and educating multi-disciplinary teams, leveraging a mix of design thinking and business tools.

CAREER SUMMARY

BCG Digital Ventures - Berlin, Germany

Global consulting firm leading in the field of digital innovation from conception to market launch for any industry.

Lead Strategic Designer *July 2020 - July 2022*

Senior Strategic Designer *Feb 2019 - June 2020*

- For an investment bank, I led the market discovery and culture comparison across different markets in Europe in less than five weeks, the concept and features definition and testing for a new innovative investment tool. The tool launched in 2022.

- For a chemical manufacturer, I led the market discovery phase, the opportunity finding for a first-in-market digital b2b marketplace platform, the creation of a customer pilot for pre-product launch. All the pilot customers switched to the new platform at launch, in 2021.

EDUCATION

- **Master in Business**

- Administration**

- High distinction, GPA: 3.9

- 2017-2018

- Bentley University, McCallum

- Graduate School of Business,

- Greater Boston, MA

- **Master in Product Service System**

- Design**

- High distinction

- 2008-2011

- Politecnico di Milano

- **Bachelor in Industrial Design**

- 2005-2008

- Politecnico di Milano

- **Managing Innovation; Strategic**

- Design**

- Coursework: June-July 2015

- University of the Arts, London +

- Parsons School of Design, New

- York

PERSONAL PROJECTS

A passion for photography and storytelling, displayed at

www.tripsanthology.com

HERE Technologies - Berlin, Germany

Global tech company leading in location-based services and

technologies for automotive, logistics and IoT.

Principal Design Strategist, CTO Office *March 2017- January 2019*

Principal User Experience, Concept and Strategy *Apr 2016- Mar 2017*

Senior UX and Concept Designer *April 2014 - April 2016*

- Collaborated with the sales department to establish a a multi-million-dollar deal by developing compelling user-experience visions for Samsung

- Created and led concept to launch of a navigation app for Samsung Gear smartwatches

- Developed collaboration processes between design and engineering within the Chief Technology Office, by investigating new areas of user experience for breakthrough technologies (i.e. big data, VR, drones).

- Led an international qualitative research about heavy and light goods logistics; organised several multidisciplinary workshops resulting in roadmap features from the research insights.

- Introduced trends research as a company-wide activity with leadership as elective audience, trained team members on trends research and future forecasting methods, published future-forecasting articles regularly on the 360.here.com blog

NOKIA - Berlin, Germany

Location and Commerce Division focussing on location-based services for the telecommunication and mobile industry

Senior Concept Designer, *July 2013 - March 2014*

Concept Designer *August 2011 - June 2013*

SAMSUNG - Milan, Italy

Design Studio focussing on trends research, CMF, concept design.

Designer and Researcher (Internship) *September 2010 -December 2010 and March 2011 - June 2011*

Politecnico di Milano, KISD Cologne

Department of Design

On-field User Researcher May 2010