



Davide Pujatti

CO-FOUNDER; SALES & PRODUCT MANAGER

Profile

Active Defi user, involving all things blockchain. Previously focused on NFT collections, now my focus is on modularity and restaking mechanisms. Airdrop hunter, which further incentivized my on-chain activity.

By the way, I also built a company from scratch. ↓

Work Experiences



CO-FOUNDER; SALES & PRODUCT MANAGER AT ZKDENTAL GMBH, MUNICH

MAY 2021 – PRESENT

- Co-founded and managed ZkDental DE, a Germany-based dental solutions company, addressing both B2B and B2C markets.
- From 0 to ~700K gross turnover in less than 3 years.
- Consistently met monthly sales targets by leading strategic partnerships with established dental brands globally.
- Responsible for securing official country dealerships representing more than 30 brands under our portfolio.
- Operated a fully functional e-commerce platform with 20k+ products, consistently generating 300+ monthly retail sales autonomously.
- Led and managed all aspects of commercial and sales operations, including acquiring new prospects and fostering business relationships.



OCS MACHINES PRODUCT MANAGEMENT AT LAVAZZA GROUP, TURIN

SEPTEMBER 2020 – AUGUST 2021

- Supported in managing Lavazza's product portfolio in the business channel across multiple markets (Italy, France, Germany, USA, etc.)
- Supported in managing Lavazza's key brand lines: Lavazza Firma and Lavazza Blue, aiding in product development, marketing strategies, and promotions.
- Collaborated with external agencies for innovative, sustainable package designs.
- Engaged with stakeholders for certifications and approvals, reinforcing Lavazza's sustainability commitment.
- Conducted marketing-led customer research campaigns to optimize product positioning.

Details

+39 3452959391
davidepujatti2@gmail.com

NATIONALITY

Italian

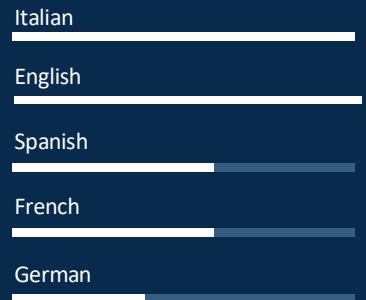
DATE / PLACE OF BIRTH

22/08/1997, Milan

Skills

- Entrepreneurial Mindset
- Proactive and action-oriented
- Project & Product Management
- Analytical Approach
- Leadership and Teamwork
- Strategic Planning

Languages



Links

- [My LinkedIn Profile](#)
- [My X Profile](#)
- [My Email](#)
- [Discord zero211.](#)

GRADUATE BUSINESS CONSULTANT AT HEINEKEN, THE HAGUE



FEBRUARY 2019 – JUNE 2020

- Participated in a Heineken NL university-sponsored consultancy project to combat illicit trade of Heineken bottles.
- Devised an innovative blockchain-based solution later adopted by Accenture for implementation.
- Developed QR code scanning for consumers to track bottle supply journey, ensuring transparency and safety.

INTERN AT DIGITAL BANKING DEPARTMENT AT STANDARD BANK SA, MAPUTO

SEPTEMBER 2018 – DECEMBER 2018



- Internship undertaken during the 3rd year of my Bachelor's degree.
- Supported banking digitization solutions development addressing adoption and accessibility challenges for African customers.

Education

Master in Sales & Marketing Management, Bologna Business School (BBS), Bologna



JANUARY 2020 – FEBRUARY 2021

FINAL GRADE: 29/30 **Awarded merit-based scholarship (1st place) for the Master.**

The Master is aimed at developing techniques and tools necessary to plan and manage a company sales and marketing division, while generating more values to the customer.

Among the courses pursued:

Product & Brand Management, Key Account Management & Trade Marketing, Marketing Strategy, Consumer Behavior, Customer Value Management.

Bachelor's Degree in International Studies & Economics, Leiden University, The Hague



Universiteit Leiden

SEPTEMBER 2016 – MAY 2019

International Baccalaureate – International American School, Caracas

AUGUST 2014 – MAY 2016