/// AI & AUTOMATION ENGINEER · DATA SCIENTIST

# Federico D'Ignazio.

I put machine learning into real business operations.

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BSc in Computer Engineering and MSc in AI, with nine years of turning sales, pricing and operations problems into working software: recommenders, demand forecasting, price elasticity and lead scoring, plus the Python services, APIs, tests and deployments around them. Built for Procter & Gamble, GF Machining Solutions and a CHF 500K+ e-commerce I ran myself.

## /// EXPERIENCE

Jan 2026 – now

**AI Sales Engineer**, Napolicaffe

Designed and built the application that runs the shop: Python services on the Shopify API for forecast-driven restocking and elasticity-based repricing, a supplier cost-watch that has recovered thousands of francs in overcharges, and dashboards over the business. Spec, code, tests, docs and deployment are mine; orders up 30%.

Aug 2024 – Jun 2025

**Project Lead & Product Manager**, CIPU · WeSherpa

Turned non-profit stakeholders' requirements into specifications and working software: websites for the Samaritans and the Scouts, a generative-AI exhibition platform, an NLP study of local news. At WeSherpa: cut a blockchain pitch down to a viable architecture and built the MVP as product owner and lead developer.

Sep 2022 – Jun 2024

**eCommerce Manager**, Napolicaffe

Built the store from zero past CHF 500K in year one on Shopify: theme, integrations and the Python forecasting and price-elasticity models behind stock and pricing. Days out of stock to zero; A/B tests lifted campaign engagement by ~70%.

Sep 2020 – Aug 2022

**Data Scientist**, Procter & Gamble

Shipped a real-time recommender and alert service on marketplace sell-out data (Python, Databricks), in production across 5 brands and 6 countries; a decision-guidance tool worth ~20% of the sales team's time; and ETL and web-scraping pipelines that removed ~4,000 manual hours a year. Product Owner for a team of five: specs, backlog and cross-department requirements.

Sep 2019 – Aug 2020

**AI Solutions Lead & Developer**, GF Machining Solutions

Built the business case, then designed and deployed an ML lead-scoring and margin-guidance tool across three markets, validated live against the sellers' own predictions. NLP on customer feedback; third place at the company hackathon.

Jun 2017 – Aug 2019

**AI Research Assistant**, IDSIA

Designed a three-tier system for on-device image recognition: Android app, Python web service and a CNN compute server over REST. Drone flight-trial tooling in Python, ROS and Qt; co-authored a published IEEE paper (C++).

## /// SELECTED WORK · MORE AT DIGNAZIO.CH

### Market watching, automated.

Confidential client

Every morning twenty sales people got an email saying where to act on Amazon. The tool found it, they decided.

About 4,000 hours a year given back to the team.

### An online coffee shop that runs itself.

Napolicaffe

I built the shop from zero. Today its prices and stock manage themselves, with my code.

Over CHF 500,000 in its first year.

### Which deals to chase.

Confidential client

A tool that tells sales people which deals are worth their time, and why.

Used in three countries, backed by the executives.

### My own job search, automated.

Personal project · 2026

Every open role in my field, scored against what I can do, before I read it.

3,000+ roles scored, 50+ applications filed.

## /// SKILLS

AI AND DATA

Machine learning · NLP · LLM APIs · recommender systems · forecasting · price elasticity · anomaly detection · computer vision

LANGUAGES

Python · SQL · JavaScript · TypeScript · Java · C++ · HTML/CSS

ENGINEERING

FastAPI · REST APIs · pytest · Playwright · Git · Docker · Kubernetes

DATA AND CLOUD

Pandas · scikit-learn · Keras · Databricks · PostgreSQL · MySQL · AWS · Azure · GCP

WAYS OF WORKING

Product ownership · Agile/Scrum · specs from stakeholder requirements · technical documentation

## /// LANGUAGES

Italian C2 (native) · English C2 · German A2

## /// IN NUMBERS

**~4,000**
manual hours a year removed at P&G

**CHF 500K+**
e-commerce revenue in year one

**6**
countries with the recommender in production

**3**
markets live with ML lead scoring

**+30%**
orders since Jan 2026

**900+**
automated tests in one codebase

## /// EDUCATION

2020 **MSc, Artificial Intelligence**
Intelligent Systems, IDSIA / SUPSI, Lugano

2018 **Summer School, Logistics & Supply Chain**
University of Bremen

2017 **BSc, Computer Engineering**
SUPSI, Lugano

## /// CERTIFICATIONS

2026 AWS Generative AI Applications Professional Certificate · Coursera

2026 Microsoft AI & ML Engineering, 4 of 5 courses (incl. Azure) · Coursera

2026 Intro to Snowflake for Devs, Data Scientists & Engineers · Snowflake

2026 Intermediate SQL · DataCamp

2019 IBM Data Science Professional Certificate · Coursera

2019 IBM Customer Engagement Specialist Professional Certificate · Coursera

## /// VOLUNTEERING, SINCE 2015

First responder, Samaritans · Educator, Pfadibewegung Schweiz · Impact Officer, Global Shapers (WEF) · Project leader, IdéeSport MiniMove · TV debater, RSI Linea Rossa · Online engagement, TEDxLugano and WWF

## /// SMALL ADVENTURES

2015 Won two Interrail tickets across Europe with a single photo.

2017 Best Business Model at USI-SUPSI's Business Idea competition, with a team I led.