



Claudia Crangasu Mba

Fractional Marketing Leader | GTM & Product Strategy | AI certificate from Oxford | MBA from ESE

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Languages

Spanish

English

Italian

Romanian

About

Highly strategic leader with over 15 years of global success in product and marketing initiatives across the entire customer journey. Expertise in raising awareness, building loyalty, and driving strong customer engagement. Skilled in leading high-performing cross-functional teams and serving as a startup advisor and mentor in tech and retail

BRANDS WORKED WITH

Etnocom Rome

Farfetch

Paysafe

vodafone

Worldpay - Global eCom

Experience



● SENIOR HEAD OF PRODUCT STRATEGY & PLANNING

Farfetch | Jan 2021 - Jul 2023

Leading Consumer Product Strategy & Planning, a high-performing cross-functional team including Portfolio Management & Investment, Business analysis, Experimentation and Product Marketing. Running the team like a consultancy model, focusing on high priority projects, drawing key resource into the team for execution. Overseeing the value measurement processes (GTV, OC, GP, CR, North Star metrics) and the investment analysis allowing forecasting and reporting of impact for Exec and Senior Product stakeholder channels. Advocating for Consumer Product Innovation with senior stakeholder groups



● HEAD OF PRODUCT MARKETING

Farfetch | Jul 2019 - Jan 2021

Lead the Platform and Consumer Product Marketing teams Managed a cross-functional team to build white-labeled eLearning product training tools for Harrods, the first large department store client Designed the internal & external product communication strategy. (*) Dream Assembly - Mentoring retail tech start-up on how to go to market

● PRODUCT MARKETING DIRECTOR - GO TO MARKET

Worldpay - Global eCom | Oct 2015 - Jul 2019

Led the EMEA & UK GTM strategy, specifically targeted with influencing and sourcing new business, customer retention, product penetration and new market development. (*) Converted in under 2 months, 4 of the top prospect accounts, by launching Worldpay's first Account Based Marketing program. Drove 60% engagement by leveraging sales insights to craft personalised campaign messages, targeted based on influence and role (decision makers vs influencers). (*) Led the 2018 edition of the Worldpay Global eCom Product showcase, including 25 interactive product demos (double the size compared to 2017, with no previous knowledge) in Barcelona. (*) Built an automated 3 steps product cross-sell program to drive growth from strategic partners (Alipay, Trustly, Klarna, AMEX, JCB, PayPal), that resulted in over 10M additional Share of Wallet; Generated over 10000 net new leads and £6M in opportunities via content campaigns such as the Global Payments Report, AI Now.AI Next Whitepaper Launched +30 new global products (*) Achieved highest internal campaign engagement from a local team (60% commercial team in Amsterdam).



● MARKETING MANAGER

Paysafe | Aug 2014 - May 2015

Led Global campaigns and rebuilt the company's product value proposition along with a suite of new marketing collateral (sales decks, product sheets, web pages, email templates, banners, event stands); Recognised by senior management for my stakeholder engagement model and change management skills.

- **MARKETING & SALES CONSULTANT**

vodafone | Jan 2012 - Jan 2014

(*) Implemented a new POS activation strategy for the Vodafone My Country product in over 20 cities; Created a new distribution channel by closing commercial agreements with the top multiservice SMBs in Italy; (*) Activated 6500 new SIM cards in the first 4 weeks, exceeding target results by 50%; TRAVELEX 2011 – 2012
Generated new leads and reactivated over 200 partner shops; Worked with operations, data and BDs to develop strategic activation plans across the regions to meet business goals. Increased transactions by 35% in over 20 corridors (send to receive countries)

- **ADVERTISING - MEDIA SOLUTIONS. CONSUMER PRODUCTS**

Etnocom Rome | Jan 2009 - Jan 2011

Used data and cultural behavioural insights to lead partner marketing campaigns, raising MoneyGram and Telecom Italia's brand awareness within the over 24 ethnic consumer groups. (*) Created a new source of revenue by implementing an IP segmentation display media channel in 10 countries;

Education & Training

2007 - 2009 ● **European School of Economics**
MBA,

2003 - 2007 ● **the Academy of Economics**
Bachelor of Arts,