



GIORGIO FORTI, MBA

Head of Product Management

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PROFILE

Senior Product Manager with 10+ years of experience in **product development, portfolio management, and go-to-market strategy** across energy, home appliances, wellness and digital services.

Held various roles to **identify business opportunities, develop innovative products, and ensure business units' profitability**. Covered all the aspects of the product development from the ideation to the release on the market and to data analytics to monitor sales performances.

Strong background in **PLM, NPI, technical compliance** and data-driven decisions.

Entrepreneurial mindset with proven ability to **lead cross-functional teams**, scout potential opportunities and present product to the market.

EXPERIENCE

SENEC ITALIA SRL

Head of Product Management | Senior Product Manager

11/2024 - Now

Driving the growth of SENEK's residential energy portfolio and enabling sales and technical excellence across the Italian market, with a focus on mini-PV, BESS solutions, all-in-one systems, and Home Energy Management Systems (HEMS) to accelerate adoption and maximize customer value.

- Drive product strategy for SENEK's residential portfolio, including SENEK.Easy (mini/micro PV), SENEK.Home E4, and the development of HEMS solutions, shaping roadmap, positioning, and go-to-market. Achieved 95% of development plan on time.
- Develop strategic business cases and guide portfolio evolution to ensure profitability, competitiveness, and long-term value creation.
- Drive the development of HEMS-related concepts and solutions, integrating energy management capabilities into the residential ecosystem to enhance user value and system intelligence.
- Lead cross-functional execution with HQ, R&D, Quality, and Supply Chain to accelerate time-to-market and ensure product reliability, compliance, and cost efficiency.
- Manage and coordinate a team of 3 direct reports, supporting execution, prioritization, and team growth across product management activities.
- Lead sales training, commercial enablement, and product presentations at trade fairs and events, translating technical features into clear value propositions and compelling consumer benefits for partners, installers, and end customers.

QUALEAGENZIA.IT (MILANO, IT)

Head of Product | Co-Founder

06/2023 – 10/2024

QualeAgenzia.it is the new portal for searching and selecting the best real estate broker in the area. It allows users to view and compare the various real estate agents registered on the portal. Since its foundation, I have been responsible for:

- Concept Design, Value Proposition Design, User experience design
- A/B Testing, prototypes, User acceptance validation
- Product (Service) Development and Management

- Online and offline operational marketing
- Managing cross-functional teams (5 FTE) to ensure the success of development projects.

JACUZZI SPA (MILANO, IT)

Product Manager – Bathroom & Wellness

06/2021 - 06/2023

As a Product Manager, I managed the product portfolio for the bathroom and wellness sector, creating specific products for special projects.

- Creation and validation of project business plans
- Launched 2 main projects in the bath world (100+ SKU)
- Management of commercial relationships with builders for hospitality supplies
- Management of development teams and economic resource allocation

HAIER EUROPE (MILANO, IT)

Product Manager – Washing Machines

04/20 - 06/21

I managed the washing machine portfolio for the Haier brand, a premium brand of the group:

- Planned the integration of the product portfolio into the European market
- Analysis and bug fixing of IOT platform
- Developed the 2021/2023 range for 9 European countries and launched 2 new complete ranges
- Planned the 5 years portfolio strategy for Europe

WHIRLPOOL EUROPE (MILANO, IT)

Project Leader | NPI Manager

03/2016 - 09/2019

I led the development and planning of new products through the NPI process:

- Delivered 3 major projects in the Business Unit Laundry with 99% of new SKUs on time
- Coordinated R&D, facilities, supply chain, product marketing, product approval and procurement (across various facilities in 4 different countries)
- Directed the SKU portfolio rationalization through product lifecycle management

OLTREFRONTIERA PROGETTI (GUANGZHOU. CN)

Project Manager

06/2014 - 03/2015

I implemented the design and production of showcases for major international brands in an extremely dynamic environment:

- Managed suppliers and scouted new solutions
- Project management and definition of quality standards
- International logistics and handling of fragile goods
- Account manager for international brands

EDUCATION

2019-2020 - MIP Politecnico di Milano - International Master of Business Administration (MBA) 110/110

2012-2015 - Politecnico di Milano - Master's Degree, Product Design for Innovation 110/100

2009 – 2012 - Politecnico di Milano - Bachelor's Degree - Product Design 99/110

HARD & SOFT SKILLS

- Product Portfolio Strategy with PIPO approach
 - Business model generation and P&L
 - NPI with Portfolio Rationalization
 - Market and competitors Analysis
 - Consumer Analysis
 - Product Development , from concept to production
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- Product testing and approval
 - Stage Approval Process
 - 3D models and render
 - Effective presentation
 - Team management
 - Office and Google Workspace
 - Languages : Italian (native), English (Advanced), French (Base)