

EGI TROQE

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eMobility Offer Marketing Manager

OBJECTIVE

Marketing Product Manager in the eMobility sector with a technical background and a strategic focus since 2023. Seeking to leverage 5 years of engineering experience and marketing expertise to drive product innovation, business growth, and impactful go-to-market strategies in a dynamic and forward-thinking environment.

EXPERIENCE

Dec 2023 - Present

eMobility Offer Marketing Manager

Schneider Electric Bergamo

I define and execute Go-To-Market strategies for eMobility product launches in Italy, working closely with Sales, Channel Marketing, and Global teams to ensure strategic alignment. I conduct competitor benchmarking and pricing analysis to enhance market positioning, support pre-sales and commercial teams through training and presentations, and monitor performance data to drive improvements in product adoption and customer satisfaction. I also coordinate with supply chain, finance, and quality departments to ensure smooth operations and improve the digital customer configuration experience through tools like eXteem.

Apr 2019 - Dec 2023

Customer Project Engineer

Schneider Electric Bergamo

I managed the full lifecycle of greenfield and brownfield energy projects, from product selection and feasibility studies to commissioning, collaborating with design firms, OEMs, and installers to deliver tailored smart energy solutions. I split my time between pre-sales developing and presenting solutions with Sales teams and post-sales support, ensuring smooth deployments and customer satisfaction. I designed AR/XR experiences for MV-LV systems, addressed technical issues with customer care and marketing, and actively contributed to solution innovation. As an expert in energy management and a strong advocate for EV charging, I also supported training, configuration, and on-site commissioning with integrated monitoring tools.

EDUCATION

Sep 2011 - Jul 2016

IT and Telecommunications

I.S. Archimede Treviglio

SKILLS

Customer Service | Project Management | Marketing Strategies | Product Management | Public Speaking

LANGUAGES

INGESE Advanced

FRANCESE Elementary