



# Daniele Domenico Stragapede

Curriculum Vitae

## PERSONAL INFORMATION

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 Citizenship: Italian – Birth date: 30/03/1982  
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Senior Director with 17+ years of international experience leading Customer Excellence, Business Transformation and AI-driven innovation, with the last 8 in Life Sciences. Member of the Italian Leadership Team reporting to the GM, with a proven record of designing omnichannel engagement models and end-to-end digital & data governance, co-creating cross-functional transformations aligned with EMEA/global priorities. Accountable for the full AI transformation journey in the Italian affiliate, from internal governance and capabilities to external customer engagement, consistently turning strategy into tangible gains in experience, efficiency and sales (incl. a major CX program that significantly increased customer satisfaction and commercial impact). Trusted partner to C-suite stakeholders, recognized for building high-performance cultures, scaling teams (90+ hires) and speaking at national and international conferences on Innovation, Digital Transformation and AI

## WORK EXPERIENCE

  
 May 2022  
 Present

**Innovation, Data & AI Transformation Senior Director - Chiesi Italy, Parma**

- Senior Director (LT, reporting to GM) driving Chiesi Italy transformation across Omnichannel Customer Experience, End-To End Commercial Ecosystem & CRM, Data, Artificial Intelligence and Innovation.
- Designed and scaled cross-functional operating models, AI-enabled process transformation, governance forums and transformation roadmaps connecting business, medical, operations and IT, translating strategy into adoption, capability building and measurable impact.
- Chair of the Innovation Team (17 members) and Transformation Committee (24 cross-functional members), two enterprise forums steering commercial, medical and operations transformation across the affiliate

## ACHIEVEMENTS

- ✓ AboutPharma Digital Awards Best company 2<sup>nd</sup> place (2024, 2025, 2026); Experience Management Awards by Bain & Co.(2023); “Best Omnichannel & Multichannel Project of the Year” (2025), OCX Leader by Polimi 2026
- ✓ Chiesi Italy NPS from 54 → 78 in 2,5 years through a large CX transformation program
- ✓ ROI of CX on prescribing attitude, influencing commercial and resource allocation decisions
- ✓ Global CXM operating model lead ('22–'23)

  
 Jun 2018  
 May 2022

**Customer Insights and Engagement Lead – Boehringer Ingelheim Italy, Milan**

- Led the Customer Insights & Engagement organization for Human Pharma Italy, shaping the affiliate roadmap across Customer Experience, Omnichannel Engagement, Data & Analytics and Digital/Technology initiatives.
- Built and scaled the function from 3 to ~20 people across four specialized teams: CX & Business Partnership, Data & Analytics, Omnichannel Engagement and Digital & IT Projects, covering market research, customer insights, field/digital analytics and transformation delivery partnering with business, medical and leadership to embed customer-insight-driven decision making and scale digital/omnichannel capabilities

- ✓ Built and led a 4-sub-team, ~20-people organization, recognized as an international best practice
- ✓ Launched a company-wide CX transformation program across field and digital touchpoints
- ✓ Created and led the local Data Science team
- ✓ Delivered 70+ digital/omnichannel projects

  
 Feb 2016  
 Jun 2018

**Manager Customer Excellence, Digital, Growth – KPMG Italy, Milan**

- Led the setup, launch and growth of KPMG Milan's Customer (CX) Practice, building a 25-person team from scratch and managing multi-disciplinary workstreams end-to-end; defined vision, go-to-market, delivery model and P&L levers, and developed senior client relationships across industries
- Delivered 10+ major CX & Digital Transformation programs, including patient experience redesign and a CX-to-financial impact framework for top clients

- ✓ Launched a new Customer (CX) line of business in a Big4 and led the Milan team
- ✓ Directed KPMG Italy's CX research program, with 2 Harvard Business Review publications (2017, 2018)
- ✓ Built strong relationships with senior leadership; team recognized as highly valuable

  
 July 2013  
 Feb 2016

**Manager Digital Strategy & Transformation – Alkemy digital enabler, Milan**

- Led Vodafone Italy's end-to-end digital content ecosystem (web/app/e-commerce/self-care): set strategy & governance, ran delivery with a 30+ person team and €3M scope, defined operating model/KPIs, upheld brand/UX driving impact on sales and executed via agile cross-functional squads (80+ ppl)
- Led 16+ board-level Digital strategy & Transformation programs across sectors: Pharma (leading German player – Italy digital strategy across 4 markets/6 categories), Other sectors: Retail, Gaming, Luxury, Utilities, Fashion

- ✓ Closed largest company contract (2015 – 2017) / Excellent relationship with leadership and CEO
- ✓ Project Management: 17+ projects delivered in Digital strategy & Transf. / consistent client satisfaction
- ✓ Team Management: managed teams of 30 people (Achieved: “Best Digital supplier” for Vodafone Y. 2016)

2012 – '13  
 2011 – '12  
 2009 – '11  
 2008 – '09

- Chief Digital Officer – Media Lives, Milan (12+ people team & reporting to CEO)
- Business Development Executive – Artefact (former NetBooster Group), Milan (Responsible for commercial and marketing strategy in Italy)
- New Business Sales Manager, Digital Advertising - Advit, Milan
- Management Consultant - Digital - Kube Partners, London & Milan

- ✓ Closed the largest contract Y. 2013
- ✓ 200% YoY sales growth on “new business”
- ✓ 200% sales improvement on “agencies” chan.
- ✓ Dozens of Digital projects delivered - full client satisfaction (Canon, Generali Group, AXA, etc.)
- ✓ Sole consultant to work in London Offices

## EDUCATION



Some recent courses: MIP Executive training: Certificate Program for Business Transformation Leaders, INSEAD Executive training: “Leading Change in an Age of Digital Transformation”, AI Governance Professional (AIGP), etc.

Feb 2005 – May 2006: Master of Science in Electrical and Computer Engineering – Management specialization, University of Illinois at Chicago (UIC) – CHICAGO (only 20 students selected in Year 2005 in Polimi faculty to participate)

Oct 2001 – Oct 2007: Master of Science in Information Technology Engineering Politecnico Di Milano – Milan - Final Voting: 110/110

## THOUGHT LEADERSHIP

- ✓ Conference & Events speaker on Innovation, AI, Omnichannel, Customer Experience in Life Science & Digital Health
- ✓ Key point of contact for Farindustria GDL “Trasformazione Digitale” since 2019
- ✓ 2 publications on Harvard Business Review
- ✓ Key coordinator in CXNow Healthcare
- ✓ Maintains relationships with local and global CX and innovation leaders in life sciences