

Fulvio Minichini

*Principal Technical Product Manager
& Product Engineer Hybrid*

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Summary

With over 15 years in the industry, my forte has always been **Marketing Technology and Automation**. My recent evolution into a **Product Engineer/Manager hybrid** has fundamentally transformed this capability. I now combine deep domain expertise with the technical ability to **develop end-to-end automation solutions** personally, bridging the gap between strategy and execution.

I prove that with agentic engineering, companies can realize automation ambitions previously reserved for industry giants. I enable nimble teams to virtually develop any in-house automation strategy, from complex data pipelines to MarTech integrations, within reasonable timeframes and without heavy engineering overhead.

Experience

2023–Present [HeyJobs](#), Berlin

Principal Technical Product Manager (Nov 2024–Present)

- **End-to-End Automation:** Personally architect and develop Python data pipelines for marketing signals (offline conversions, cost import, product feeds) using Airflow on AWS.
- **Product Engineering:** Interface directly with Ruby on Rails repositories and deploy production code, contributing ~25% of team velocity via agentic workflows (Claude Code).
- **Democratization:** Enable the organization to execute complex MarTech strategies in-house, bypassing the need for expensive external tools or massive engineering headcount.
- **Internal Tooling:** Built custom AI agents (Langdock) that automate incident management and stakeholder reporting.
- **Methodology:** “Discovery while Creating,” validating business value through direct implementation and rigorous testing.

Senior Technical Product Manager (Nov 2023–Nov 2024)

- Led technical initiatives focusing on data-driven solutions, developing the initial marketing automation strategies and utilizing Python/SQL for advanced data analysis and backend logic.

2020–2023 [heycar](#), Berlin

Head of Product (Jan 2022–Oct 2023)

- Led the growth unit (4 PMs, 20 Engineers) enabling Marketing Teams to acquire users across multiple channels, overseeing Mobile Apps, AdTech, and GDPR compliance strategies.

Senior Product Manager, Martech (May 2020–Jan 2022)

- Built the MarTech foundation from the ground up, implementing attribution tracking, CRM systems, and automated ad-spend optimization tools.

- 2018–2019 **Deon Digital AG, Zürich**
Digital Strategist
 ○ Led digital strategy for an enterprise blockchain startup, bridging the gap between complex smart contract technology and business value for financial institutions.
- 2016–2017 **Hotelcard International AG, Zürich**
COO
 ○ Designed and launched the German market presence for a travel subscription platform, developing the comprehensive digital marketing and conversion strategy.
- 2011–2016 **KAYAK, Zürich**
Director of Product Marketing (2015–2016)
 ○ Directed product marketing technology strategy, managing SEM automation tools that powered billions of queries and served as a primary revenue driver in Europe.
- Technical Product Manager** (2013–2015)
 ○ Designed and A/B tested core search features for millions of daily users, coordinating between business development and four international engineering offices.
- Localization Manager & QA** (2011–2013)
- 2008–2011 **Early Career Foundation, New York · Naples**
Digital Media & Content Specialist
 ○ Led tech journalism, SEO, and PR initiatives in New York and Italy, producing content and managing search quality for major industry players.

Technical Skills & Expertise

Prod. Engineering	Python, Airflow, AWS, Ruby on Rails, End-to-End Testing
AI & Agents	GenAI Agents & Workflows, LLM Pipelines, Claude Code, Langdock
MarTech	Marketing Automation, MarTech Architectures, GDPR Compliance, Data Engineering
Product	Technical PM, “Discovery while Creating” Methodology

Publications & Speaking

- Nov 2025 **Article**, *Eight Months Later: What I Got Wrong (and Right) About AI*, Medium
 Read Article
- Oct 2025 **Speaker**, *How to Automate your Marketing with AI*, Buildersklub
 Event Link
- Aug 2025 **Talk**, *From Idea to App with Vibe Coding*, 42 Berlin
 Watch Talk
- 2025 **Article**, *The Future of Technical Product Management in the GenAI Era*, Medium
 Read Article

Education

- 2009 **Post-graduate Cert. Marketing & Communication**, Univ. of Naples “L’Orientale”
- 2007 **Bachelor in Political Science**, Univ. of Naples “L’Orientale”

Languages

Languages	English (C2), Italian (C2), German (B1), French (B1)
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