Sara Fiore

Product Management · UX · Technical Delivery

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Italian (native) · English (proficient) · German (B1/B2)

PROFILE

Product manager combining customer experience, engineering fluency and hands-on delivery, with a current focus on FELFEL's IoT-enabled food and logistics business. Leads digital experiences and payments across connected devices and apps, aligning stakeholders from discovery through rollout. Earlier experience in digital payments and computer vision. PhD in Electrical Engineering and Master's in Theoretical Physics; creator of an app acquired by Italy's national magistrates' association.

CORE EXPERTISE AND PRODUCT TOOLKIT

Product — Strategy, roadmaps and ownership · Digital payments · Connected retail and IoT

Experience — UX, journey mapping, competitive analysis and usability testing · Figma

Delivery — Engineering prioritisation, cross-functional coordination and Agile delivery · Jira, Confluence, RICE and WSJF

Data and technology — SQL, Tableau and Looker Studio · Prior coding in Python, C# and Fortran, plus mobile app development; technical grounding for engineering collaboration

AI — ChatGPT, Claude and Codex for independent prototyping, iteration and experimentation, with guidance through technical implementation

PROFESSIONAL EXPERIENCE

FELFEL

Senior Tech Product Owner — January 2025–present

Connected products — Lead payment-related product work and customer-facing digital experiences at FELFEL, an IoT-enabled food and logistics business spanning apps, POS, smart fridges and coffee machines.

Guest checkout — Led guest checkout from UX design and payment integrations through usability testing and phased rollout. Guest purchases reached up to approximately 50% of transactions at selected locations.

Payment migration — Delivered significant business cost savings through a phased payment-method migration for hundreds of thousands of users, coordinating internal engineering, finance, data and revenue management teams with external payment partners; designed re-enrolment journeys and behaviour-based monitoring.

Product operating model — Set day-to-day engineering priorities through centralised intake, bug triage and transparent prioritisation, aligning product, engineering, sales, operations, finance and customer support across Swiss and US needs; reduced ad hoc interruptions and helped engineers focus on planned initiatives.

Payment recovery — Halved the time users took to repay overdue balances and helped reduce customer support cases through improved payment reminders, recovery journeys and transaction-history experiences.

Digital experience — Audited the digital experience across fridge and coffee-machine POS and the app, benchmarking industry standards and direct and indirect competitors. Created a future-state redesign from scratch in Figma.

Product Owner coaching — Coach junior Product Owners in operations on work visibility, manageable milestones, prioritisation and effective handovers.

PROFESSIONAL EXPERIENCE CONTINUED

Viseca

Business Application Manager Expert/Product Owner — April 2024–December 2024

Coordinated digital-payment application requirements with internal and external stakeholders, including bank requests involving Apple Pay and credit-card services.

Investigated application incidents and coordinated corrective actions, developing practical knowledge of card payments, digital wallets and sensitive customer-data handling.

Scandit

Product Engineer/Product Owner — March 2022–February 2024

Worked on an early-stage B2B computer-vision SaaS product spanning an SDK, mobile application and cloud backend; translated requirements into user stories and supported roadmap planning.

Served as technical product contact for sales on tailored requirements across Asia, Europe and the US; assessed standard capabilities versus custom development.

Coordinated international data projects covering 100,000+ images for ML models; designed tasker workflows and training for a custom app, refined instructions through user testing and led extensive real-world product testing.

Partnered with product marketing on competitor analysis, sales enablement materials and recorded technical training.

INDEPENDENT PRODUCT

PARCO

Creator and Developer — March 2021 | Independent project

Conceived, designed and coded an iOS and Android app for penalty calculations in the Italian justice system. Reached 2,000+ downloads and was subsequently acquired by Associazione Nazionale Magistrati (ANM), Italy's national magistrates' association. Acquisition announcement on LinkedIn

EDUCATION

ETH Zürich

PhD in Electrical Engineering · Mar 2018–Apr 2022

Nano TCAD group, D-ITET · Four publications, two as first author (2020–2022)

Università degli Studi di Napoli Federico II

Master's in Theoretical Physics · Dec 2014–Oct 2017 · 110/110
Bachelor's in Physics · Oct 2011–Dec 2014 · 110/110

CREATIVE INTERESTS

Aerial silks training and performance since 2013 · Illustration and digital art · 3D animation and rendering · Theatre · Cooking and patisserie