

Federico Maffini

Global Head of Business Operations & Programs

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Forward-thinking Director of Business & Sales Operations with over 10 years of experience leading strategy and operational excellence in diverse industries, including SaaS and IaaS Cloud Computing, Retail, eCommerce and Transportation. Specialized in aligning business objectives with robust solutions and mechanisms, enhancing performance, and fostering cross-functional collaboration. Known for executive leadership, creative problem-solving, and a proven ability to navigate complex markets to drive profitability and growth. A natural communicator with extensive background in business analytics, data products and finance, apt at leading high performing and distributed teams towards exceptional results.

Areas of Expertise

Global Business Strategy	Business Analysis & Insights
Global Business Operations	Program & Project Management
Go-To-Market Strategy	Leadership & Team Management
Financial Modelling	Executive Advisory

Skills

Management by Objectives	Expert SQL, MySQL & Redshift
Mentorship & Coaching	Expert Excel, PowerBI
Executive Communication	Advanced Tableau & QuickSight
Hiring & Developing Talent	Advanced Salesforce

Key Accomplishments

- Led the strategic overhaul of a 100+ member Customer Excellence organization and launched several GTM motions to increase effectiveness. Increased coverage from 2% to 98%, prevented churn of \$90M+ ARR, generated \$45M+ in new opportunities in the first 6 months.
- Built global Customer Programs & Business Operation organization within AWS Global Sales. Implemented OKRs and KPIs, devised enablement and go-to-market strategies, managed ongoing defect resolution, and executed pre- and post-sale customer journey and experience programs.
- Established a robust global rhythm of the business within WW CO&A to audit and inspect the organization. As a result, accelerated revenue (+120% YoY committed ARR), increased team efficiency (+42% YoY customer engagements) and committed customers for longer (+35% YoY customer savings).
- Partnered cross-functionally with Science, Data Engineering, and Product to launch and scale AWS GSO first internal GenAI applications. Doubled team efficiency by in the first month alone.
- Led Amazon Shipping's annual business planning cycle (68M+ shipments, \$200M+ revenue) and Sales quota-setting mechanism. Introduced share of wallet targets for account managers, resulting in 14.5% YoY incremental volume growth. Owned monthly and quarterly business reviews.
- Transformed the way Amazon Shipping offers support to 600+ Shippers and 1.2M+ Customers, delivering a 12-month, cross-functional project ahead of time and beating budget expectations by 20%.

Employment History

Global Head of Business Operations & Programs – AWS Global Sales Ops Amazon Web Services

London / UK
June 2022 – Present

Leader of leaders in Customer Optimization and Acceleration (CO&A) at AWS. Responsible for the short- and long-term success of the overall organization and of a \$50B+ global business. Recruited and developed 30+ Senior Data Analysts and Program Managers.

- Crafted organizational strategy and operational tenets, implementing processes for seamless operations (MBRs, QBRs, Leadership Goal Reviews, etc.), culminating in the delivery of 100% of VP-facing goals for the first time in 5 years.
- Partnered at top levels and cross-functionally with Data Science, Product, Finance, presenting leadership-oriented Goals and KPIs, achieving a 250% performance boost in 2023.
- Through better OKRs, drove \$290M+ customer savings in recurrent AWS costs, optimizing 10K+ AWS customers.
- Staffed and led Operational Excellence organization to reduce billing defects, non-payment suspensions and other customer-impacting issues. Successfully protected \$1B worth of Free Cash Flow in 2023, beating VP-level goal by 180%.
- Launched ID&E, Personal Development, and Talent Development initiatives boosting a 33% increase in job satisfaction and a 15% reduction in attrition.

Head of Business Analytics & Customer Programs – Amazon Shipping Amazon Logistics

London / UK
May 2021 – June 2022

Led Amazon Shipping Customer Programs team and strategically oversaw Customer Support, Customer Experience, and Business Analytics.

- Served as Chief of Staff to the UK Global Commercial Director, overseeing leadership-facing processes, coordinating work across 80+ stakeholders, consolidating insights and owning all executive communications.
- Led the rollout of a global, automated, and dynamic business intelligence suite consisting of 20+ data products and 180+ metrics and KPIs. 100+ daily unique visits, -30h/week of business analyst bandwidth.
- Collaborated cross-functionally to drive Amazon Shipping's global analytics strategy across five countries, directly influencing the strategic direction with VPs and Directors.
- Single Threaded Owner of all Customer Support process improvement initiatives. Implemented Six Sigma best practices. Raised CSAT from 2.3/5 to 4.8/5, First Contact Resolution from 43% to 88%, reduced Expressed Dissatisfaction Rate from 62% to 21%.

Snr Business Development Manager - Amazon Shipping

Amazon Logistics

London / UK
May 2020 – May 2021

Spearheaded revenue management and profitability oversight for Amazon Shipping as the single-threaded owner.

- Established and implemented short- and long-term business strategies to drive sustained profitability, collaborating with Finance, Sales, Marketing, Operation, and Product teams.
- Worked with Product, Procurement, Ops to lead the implementation of on-site LiDAR technology to automatically identify and recover billing defects, recouping over 2.5% of revenue in the first few weeks alone.

Senior Finance Analyst – UK and Cross Border Transportation Finance

Amazon Logistics

London / UK
September 2018 – May 2020

Served as Finance Business Partner for UK and EU Cross-Border Transportation teams, collaborating on disruptive initiatives exceeding \$1B/year.

- Identified and executed a \$2.5M saving opportunity on low-ASP items through close collaboration with Retail, Operations, and various Amazon teams.
- Saved over 10 hours per week to 30+ EU Analysts by engineering and implementing automated reporting.
- Strengthened costs controllership for UK Transportation, achieving \$5M/year in savings through enhanced auditing.
- Acted as technical project manager, partnering with couriers and internal teams to implement electronic invoicing (EDI billing), increase coverage from 0% to 95% within 12 months

ADDITIONAL EMPLOYMENT EXPERIENCE

Finance Analyst II - Amazon, EU Transportation. *September 2015 – August 2018*

Finance Analyst - Amazon, Kindle & Devices. February 2015 to August 2015

Marketing Specialist - Donny Craves. July 2014 to December 2014

Copywriter & Translator - Fieldservice4Netherlands. November 2013 to January 2014

Cost Controller - Arix SPA. May 2013 to July 2013

CERTIFICATIONS

Certified AWS GenAI for Business

Certified AWS Cloud Practitioner

Certified AWS Public Speaker

Certified Amazon Bar Raiser

Certified AWS Cloud Economics

Certified Scrum Master

EXTRA CURRICULAR

Instructor - ELVTR

Mentor - Mentorcruise.com

Start-up Advisor - Level39

Start-up Advisor - Startupbootcamp

EDUCATION & OTHER

M.Sc. in International Management | Università Cattolica Del Sacro Cuore

Piacenza, Italy | 2014 – 2015

B.Sc. in International Business & Management | AVANS University

Breda, Netherlands | 2013 – 2015

B.Sc. in International Management | Università Cattolica Del Sacro Cuore

Piacenza, Italy | 2011 – 2013