

Giovanni Mancini

Senior Product Marketing Manager at Consulate General of Canada (CTA Boston)

Boston, MA, US

Giovanni Mancini is a dynamic and enthusiastic leader with extensive experience in product development, strategic planning, and marketing.

Biography

Giovanni Mancini is a dynamic, enthusiastic and encouraging leader with extensive experience building and leading product teams at technology companies. A "roll up the sleeves" professional with a bias for action and who is not afraid to get hands dirty. He thrives in fast paced environments with continual changing priorities. Recognized ability to organize and lead teams to achieve and surpass organizational goals. Strong written and oral communication skills with the ability to convey complex ideas simply and clearly. Brings a unique combination of technological knowledge and a proven record developing marketing strategies that are focused, measurable and successful. Detailed understanding of the product development process from strategic planning through product launch and post launch sales support. Passionate about identifying and developing value propositions and messaging that respond to customer needs.

Industry Expertise

Advertising/Marketing

Areas of Expertise

Strategic Planning, Product Development & Launch, Product Management, Product Marketing, Corporate Marketing, Marketing Analytics

Education

McGill University

M. Eng. Electrical Engineering

McGill University

B. Eng. Electrical Engineering

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