

# Elio Polizzi

## Product & Design Leadership



With 13 years of experience in gaming I specialize in leading and motivating cross-function teams to contribute their best to the product.

I am passionate about sharing my love for data led design with my team. I thrive on creating a trusting environment and empowering employees to create customer-centric experiences loved by users.

☎ +971529970818

✉ polizzi.elio@gmail.com

## EXPERIENCES

### CEO | Product Management & Design

Meelfoy Games - March 2021 to October 2023



- ▶ Developed and guided the Ethical F2P vision and games' blueprints from market research to publishing
- ▶ Led cross-function teams of artists using Maya, Blender and Zbrush; C# programmers using Unity; and designers using Figma
- ▶ Created titles that generated over 9K installs overall and reached low CPIs such as \$0.16 for Dogs Den USA

### Live Operations Manager

Ubisoft - September 2015 to August 2020



- ▶ Drove game updates roadmap and Live P&L for Ubisoft titles: Growtopia (25M+ downloads, 1.5M+ DAU), NCIS: Hidden Crimes (7M+ downloads)
- ▶ Managed a team of 10+ employees including data analysts, product managers, CRM agents and marketing specialists using OKRs and 360 reviews

### Active Game Manager

Ubisoft - April 2014 to September 2015



- ▶ Led CSI: Hidden Crimes (40M+ downloads) roadmap, game analytics, UA costs attribution and monetization
- ▶ Implemented features and automation that increased the ARPPU by +50% before sunset

### Game and Economy Designer

Ubisoft - November 2012 to April 2014



Designed game features, episodes' stories, and economy design for CSI: Hidden Crimes

### Support Specialist

Riot Games - March 2012 to November 2012



Worked on various game operations tasks for League of Legends such as player support, community management and e-sport support

### Monetization Manager

Gala Network Europe - October 2010 to March 2012



Improve monetization and game mechanics leading to a 100% ARPPU increase for Dragonica Europe

### Game Master

Gala Network Europe - June 2010 to October 2010



Designed sales planning and offers for Dragonica Europe along with support and community management

### Telesales adviser

Banque Populaire - November 2009 to April 2010



## SKILLS

### Management

- ▶ Leadership
- ▶ Production Teams
- ▶ Product Management
- ▶ Operations Management
- ▶ Product Management



### Game Economy

- ▶ Game economy loop creation & optimization

- ▶ Updates ROI planning
- ▶ Ability to increase drastically a game's sales by understanding quickly its mechanics and player needs
- ▶ Gatcha system proficiency
- ▶ Game sales optimization

### Data Analysis

- ▶ Lead data analysts
- ▶ Updates & events performance reports
- ▶ Item cannibalization studies

### Communication

- ▶ Ambitious, adaptable, creative
- ▶ Patient, empathetic and organised
- ▶ Data driven and hard worker

### Softwares proficiency

- ▶ Excel
- ▶ Powerpoint
- ▶ Unity
- ▶ Photoshop
- ▶ Premiere Pro



### Languages

- ▶ French - Native language
- ▶ English - Fluent
- ▶ Spanish - Notions

## EDUCATION

### Master in Innovation and Entrepreneurship

HEC PARIS

December 2018 to May 2020

### Bachelor in Finance

UNIVERSITY OF TECHNOLOGY OF MONTPELLIER (FRANCE)

October 2008 to October 2009

### Associate Degree in Management of Business and Administration

UNIVERSITY OF TECHNOLOGY OF PERPIGNAN (FRANCE)

September 2005 to July 2007