

Lorenzo Zanchetta

Product Manager

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Product Manager for B2B AI SaaS, with a product design and hands-on technical background. I work from customer evidence and product analytics, prototype to test direction before it costs engineering time, and turn ambiguous product areas — onboarding, commercial entitlements, AI chat architecture, delivery planning — into systems the business can run.

EXPERIENCE

Product Manager — Raffle AI

Apr 2025 – Present · Copenhagen, Denmark

- Defined and led the partner platform that now carries **200+ partner-managed paying accounts**, replacing one-off configuration with reusable templates, configurable plans, and shared account visibility.
- Introduced the shared roadmap, longer horizon, and delivery conventions that took projects completed in their promised quarter from **4 of 14** (Q3 2025) to **9 of 10** (Q2 2026). Sales and customer success now commit to customers against it.
- Led the end-to-end rebuild of Raffle's customer-facing widgets: paired the architectural refactor with the redesign and customisation work that made it fundable, set the backward-compatibility and accessibility requirements, and validated the feature set across **nine customer sessions**. **Around half of all deployed widgets** have migrated voluntarily since release.
- Defined and prototyped an **agent-and-tools architecture** for Raffle's AI chat after clustering a year of customer conversations showed users asking to act, not to search — search became one tool the agent calls rather than its answer to every message. Engineering built the production version; shipped August 2026.
- Own roadmap priorities, scope, and release decisions, alongside a CTO who holds engineering resourcing and a CEO who agrees the quarterly commitments.

Product Designer — Raffle AI

Oct 2022 – Apr 2025 · Copenhagen, Denmark

- Shipped Raffle's self-serve trial flow in January 2024; qualified inbound sign-ups tripled from **~15 to ~50 a month** at unchanged marketing spend, and held for four months. When paid acquisition later pushed volume past what we could qualify, we added verification and deliberately slowed it down.
- Established Raffle's **first behavioural analytics foundation** — chose Segment under a cookie-consent constraint, implemented the first version, then worked with engineering to instrument it properly — and built the device, account-activity and onboarding-funnel views the team used to decide what to change.
- Rebuilt the customer segmentation from contract, prospect and sales-call evidence, and aligned the CEO on narrowing the target from roughly **seven segments to three**.
- Shipped product code alongside design — onboarding wizard, upgrade routes, responsive layouts — and wired the Stripe checkout that let trial users convert. Built the documentation site and internal tools that cut account setup time for Sales.

UX/UI Designer Intern — Liv · Jun 2022 – Sep 2022

Researched user needs and translated findings into flows and prototypes for a mobile app and company website.

Product Designer — Freelance · Apr 2021 – Sep 2022

Delivered brand and website projects for three companies, combining product design with hands-on development.

Earlier design experience — Wuitoki, Eurpack, Lokomotiv, and a self-founded fashion brand · 2016 – 2020

Industrial and graphic design, including a design patent for three medical products transferred to Eurpack.

CAPABILITIES

Roadmap & delivery planning · Analytics & instrumentation (Segment, Amplitude) · Customer discovery & segmentation · Platform & entitlements · AI agent & tool architecture · Hands-on prototyping (JavaScript, Remix, Stripe)

Languages: Italian — native · English — fluent · Danish — basic

EDUCATION

MSc Digital & Interaction Design — Politecnico di Milano · 2020 – 2023

Specialisation in UX research, interaction design, and product strategy.

BSc Product Design — Politecnico di Milano · 2017 – 2020

Foundation in industrial and product design, design thinking, and prototyping.