

Gaetano Pecorella

Solution Architect & Delivery Lead

Microsoft Dynamics 365 · AI · Financial Services

Portfolio: pecorex.com

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01 / PROFESSIONAL PROFILE

Solution Architect & Delivery Lead with 8+ years in Microsoft Dynamics 365 and Power Platform. I lead complex Financial Services projects from architecture definition to delivery and stakeholder governance. Core scope: Customer Service, Omnichannel, Sales, Customer Insights (Data & Journeys) and Dataverse.

02 / SELECTED EXPERIENCE

2025 - PRESENT

Solution Architect & Delivery Lead

[altermAInd](#) · Milan / Full remote

- **Enterprise migration:** Technical architecture for post-M&A; tenant-to-tenant Dynamics 365 consolidation: 110 users and 180k+ records, preserving data integrity. Client confidential.
- **End-to-end delivery:** Requirements, design, build and go-live; backlog governance, Azure DevOps CI/CD, knowledge transfer and C-level risk / go-live planning.
- **Stack:** Dynamics 365, Dataverse, Power Automate, Azure DevOps.

2019 - 2024

Solution Architect & CRM Lead

[illimity Bank](#) · Milan / Full remote

- **CRM & AI:** Led the D365 ecosystem, Customer Insights implementation through go-live, Omnichannel IVR / chat, banking API integration and Copilot Studio initiatives.
- **Customer growth:** Designed Member Get Member / "Invite a Friend" mechanics (~40,000 acquired customers) and a D365 promotional-code engine for partners.
- **Cost & leadership:** Optimised licences from Sales (€85/user) to Power Apps (€10/user) for 70 users, saving ~€63k/year. Coordinated a 10-person team and €500k delivery budget.
- **Governance:** Dataverse RBAC / business units, consent and operational readiness.

2018 - 2019

CRM Consultant & Analyst

[Avanade Italy](#) · Milan

- **International delivery:** D365 Sales & Marketing for an insurance group: €500k release, 120 users across 3 countries, on time and on budget; no critical early go-live incidents.
- **Design & pre-sales:** Process mapping, entity modelling, workflow automation and bid support contributing to a €2.3M pipeline.

2017 - 2018

CRM Consultant

[Horsa Group](#) · Bologna

- D365 Sales for B2B manufacturing, including Comelit. Requirements, Opportunity / Quote / Order processes, environment setup, UAT, training and post-go-live support; master-data migration and Power BI reporting.

Experience, foundations & knowledge inventory

02 / EXPERIENCE / CONTINUED

2016 - 2017

Business Analyst

PA Expertise · Bologna

• Microsoft Partner training and D365 onboarding. Sales / marketing process analysis and CRM / ERP assessments for €20M–100M SMBs; stakeholder interviews, requirements and business cases. Four CRM assessments and contribution to two D365 Sales pilots.

2016

Legal & Compliance Business Analyst

EsseQuamVideri · Rome

• SQL / Excel analysis for internal audit and D.Lgs 231/2001 risk assessment. Sphera compliance platform, Board reporting, operational-risk mapping, regulatory gap analysis and internal-control documentation.

03 / FOUNDATIONS

2016 - 2017

Master's in Business Finance

John Cabot University, Rome · 100/100 · INPS scholarship. Corporate finance, investments and financial markets; thesis on CRM strategy and customer lifetime value.

2014 - 2015

International Management / Exchange

University of Bremen, Germany · Erasmus+ scholarship. Business administration, strategic marketing and business analytics; projects with German companies.

2013 - 2015

M.Sc. Economics, Markets & Management

University of Ferrara · 100/110. Business intelligence, digital marketing, organisation and corporate strategy.

2010 - 2013

B.Sc. Business Administration

University of Ferrara · 105/110. Accounting, economics, statistics and commercial law.

04 / KNOWLEDGE INVENTORY

AI credentials – July 2026: Claude Code in Action & Claude 101 (Anthropic); AI Foundations, Agents and Workflows & Applied AI Foundations (OpenAI). Certificate links available on my portfolio and LinkedIn.

Further credentials: MCSA Dynamics 365; OCF Financial Advisor; S.ARF training; Power BI and business intelligence training.

Technology: D365 Customer Service / Omnichannel / Sales, Customer Insights, Dataverse, Power Platform, Copilot Studio, Claude, OpenAI, Azure DevOps CI/CD, SQL and banking API integrations.

Delivery: Architecture, backlog and stakeholder management, UAT, training, handover, Dataverse security and operational readiness.

Languages: Italian – native · English – professional · German – basic.