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Based in Milano (IT) I have been with Google for +2 years working on products like Google Analytics, Google Ads, Attribution and Firebase Analytics. I currently lead Measurement offerings within Google Ads, Search Ads 360 and Google Analytics & Attribution.I have worked over 10 years across digital roles at Ing Direct, Ebay, Banca Widiba. I offer measurement consulting services in the field of analytics, optimization and digital marketing.