

Gianluca Panza

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Bringing ideas to life

Full-stack Product Manager with hands-on experience in the fintech and retail trading space, particularly within prop firms. Skilled at turning market and user insights into product strategies. I specialize in building products from 0 to 1 — from ideation and validation to launch and scale. Known for my analytical mindset, ability to uncover high-leverage insights, and strong collaboration with cross-functional teams. Adept at bridging the gap between business goals, user needs, and technical execution.

Strengths and Expertise

- Discovery & User Research
 - Cross-Functional Team Leadership
 - Technical Collaboration
 - Agile & Scrum Project Management
 - Full Product Lifecycle Ownership
 - Wireframing & Prototyping
 - Market Analysis & Competitive Research
 - Go-to-Market Planning & Product Marketing
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Professional Experience



Easton Consulting Technologies
Associate Product Manager

March 2025 - Present

Supporting the development of web-based financial products with a focus on user experience, data accuracy, and scalability. Collaborate with cross-functional teams to define product requirements, analyze user behavior, and ship impactful features. Contribute to roadmap planning, conduct competitive research, and ensure alignment between business goals and technical execution in a fast-paced environment.



twowaves agency
Founder - CEO

May 2024 - Present

Running a product agency focused on turning ideas into digital products. Lead product strategy, design, and development across web and mobile apps.

- Drive end-to-end product execution, from discovery to launch
 - Conduct user research, product audits, and branding initiatives
 - Manage client acquisition, project delivery, and team leadership
 - Oversee a cross-functional team of developers and designers
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Topstep
Futures Funded Trader

September 2023 - Present

Actively trading funded capital with a focus on short-term, intraday strategies across volatile markets.

- Specialize in technical analysis and risk management on NQ, ES, NG, and HG contracts
- Execute trades based on market structure, order flow, and momentum setups
- Conduct daily market analysis, trade journaling, and performance reviews
- Maintain strict discipline and emotional control under high volatility
- Continuously refine trading edge through data tracking and self-assessment



ThinkCapital
Product Marketing Analyst

May 2024 - March 2025

Drove go-to-market efforts through market research, competitive analysis, and strategic product positioning.

- Managed content strategy and execution across 7 social platforms
 - Ideated content and wrote scripts while coordinating with creators for brand-aligned, on-time delivery
 - Designed marketing assets to boost engagement
 - Conducted data and market analysis to inform product decisions and messaging
 - Managed marketing workflows and operations to streamline execution and improve team efficiency
 - Ensured alignment between marketing initiatives and broader business objectives
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Easton Consulting Technologies
Product Marketing Analyst

February 2024 - April 2024

As a Product Marketing Analyst, I played a vital role in shaping the market strategy and positioning of products. My key responsibilities included: Competitive Analysis, Market Research, Product Positioning, Data and Market Analysis, and Content Creation.



Easton Consulting Technologies
Product Analyst

August 2023 - February 2024

In my role as a Product Analyst, I played a crucial part in enhancing product functionality and user experience. My key responsibilities included: Project Management, Backlog Grooming, UX/UI Design Improvement, Website Design, Backend Features Enhancement, Workflow Improvement, Data and Market Analysis, and Competitive Research.



Easton Consulting Technologies
Solutions Analyst I

August 2022 - August 2023

I contributed to various aspects of the business, ensuring seamless operations and successful firm launches. My key responsibilities included: **WordPress Management, Email Marketing, Database Management, Platforms Setup, Task Management**, Collaborating with cross-functional teams to support backend operations, Preparing and executing launch plans for new firms, Providing solutions to client issues, and Supporting the development and implementation of business strategies.

Certifications & Courses

Product & Project Management

- **PMI - Project Management Professional (PMP)®**
- **Scrum.org - Professional Scrum Master I (PSMI)®**
- **One Month PM - Product MBA**
- **Google - Project Management**

Data & Analytics

- **Pendo - Product Analytics Certification**
- **Coderhouse - Data Science Career**
- **MIT - No code AI and Machine Learning**

Customer Experience & Marketing

- **Coderhouse - Customer Experience**
- **Google - Digital Marketing & E-commerce**
- **Hootsuite - Social Media Marketing Certification**