

Francesco Prano

DANTÈS ADVISORY

linkedin.com/in/fprano
francesco@dantesadvisory.com

9+ years in clean, market-ready enterprise data and business systems

My career has been defined by solving complex data and systems challenges. Most recently, reporting to Embla Medical Americas' CFO, I formed a digital transformation unit to enable the company's ambitious growth targets.

With those targets, I crafted strategic roadmaps and led transformation across every level of revenue teams, operations, and IT.

The workstreams spanned data, systems, processes, and teams, enabling scale-ready business platforms, modern data architecture & BI systems, cross-functionally aligned processes, organizational strategy & alignment, and operational risk mitigation.

I also oversaw successful data readiness for two ERP migrations and CRM upgrades across the Americas:

- Overhauled master data quality, enriching and standardizing across business systems
- Re-structured customer master data (aligned to global standard)
- Developed, trained, and led an internationally distributed data stewardship team

In 2025, I went solo to help organizations prepare their data quality and infrastructure across business systems during critical junctures like GTM campaigns, M&A integrations, platform migrations, system upgrades, and more.

Operationally, I remediate and enrich core data domains to unlock revenue capacity, growth, and competitive advantage. Beyond data transformation, I also advise RevOps leaders and GTM engineers alike on digital transformation strategy and go-to-market execution.

Dantès Advisory, **Strategic RevOps Advisor** 04/24 to present

Embla Medical / Össur

Director - Digital Transformation Unit (Business Ops Strategy) .10/23 through 07/25

Project Manager - Business Operations 05/22 through 09/23

Team Lead - Sales Operations 02/21 through 04/22

Lead Analyst - Sales Operations 10/20 through 01/21

Sr. Analyst - Sales Operations 09/19 through 09/20

Analyst - Sales Operations 05/18 through 08/19

Newmatic, **Sales Operations & Engineering Associate** 06/16 through 01/18

Other roles 2010-2016