



Meet the companies

LuxExperience



Dr. Martina Babini, Principal Business Analyst

Lunedì 27 aprile 2026, ore 11, Aula M0.2

LuxExperience B.V. is a leading global digital multi-brand luxury group formed by the merger of prominent fashion platforms, including Mytheresa, NET-A-PORTER, MR PORTER, and YOOX.

This lecture explores the strategic role of the Business Analyst and Architect within the e-commerce sector, focusing on the integration of Scrum and data-driven decision-making. Through a dual case study approach—optimizing Solr infrastructures and managing M&A integrations—we examine the end-to-end lifecycle of requirements.

Special emphasis is placed on stakeholder management using the '5 Whys' technique to uncover root business needs, alongside Martin Fowler's 'Transitional Architecture' to navigate complex system evolutions.

Parte del corso «Progetto del Software LT»

L'incontro è aperto a chiunque sia interessato.

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