

# WILL HIPPI

## Product Analyst, Tenna

As a Product Analyst for Tenna, Will supports the product roadmap and manages the lifecycle from idea conception to production. With a decade of experience as a Certified Public Accountant in Big Four accounting, multinational manufacturing, and construction equipment management, Will has developed a strong foundation in finance and analytics.

During his four years in construction equipment management, he utilized his analytical skills to build robust models that leverage leading and lagging indicators to inform strategic decisions. These decisions include identifying the optimum ownership period, setting accurate equipment rates, and making data-driven choices regarding repair, replacement, and disposal strategies. His commitment to excellence and efficiency ensures that Tenna is grounded in solid analytical practices aimed at providing strategic insights.