



# FRANCESCO DA LIO

## Product & Operations Leader

10+ years of experience scaling B2B SaaS organisations from early-stage to Nasdaq-listed environments. Unique expertise in bridging the gap between Product Development and Operational Excellence to drive hyper-growth (scaled Mailship from €350k to €4M ARR, projecting €11M for 2025) with a hands-on track record of developing functional MVPs (Shopify, WooCommerce) and integrating them into core product roadmaps.

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📍 Milan, Italy

🌐 [github.com/FdLyp](https://github.com/FdLyp)

## EDUCATION

Strategic Management (GED)

PoliMI

2020

High School Diploma

Licei Stefanini, Venice

## SKILLS

- ONBOARDING
- ORCHESTRATION
- LEADERSHIP
- PRODUCT-OPS
- AUTOMATION

## LANGUAGE

- English(C1)
- Italian(C2)

## EXPERIENCE

- **Product Ops & Head of Customer Relations** 2023 -  
*Mailship - Milan, Italy*
  - Scaled ARR from €350k to €4M (10x growth) with a projected €11M for 2025
  - Reduced Time-to-Value (TTV) by 40% by developing functional MVPs (Shopify/WooCommerce)
  - Led a team of 10+ maintaining a 96% activation rate
- **Customer Care Manager** 2020 – 2023  
*iGenius (now Domyn) - Milan, Italy*
  - Managed Agentic AI feedback loops and achieved >90% CSAT
  - Led strategic recovery/migration for the launch of Crystal (Conversational AI Advisor)
- **Customer Care Manager** 2020- 2020  
*Qapla - Florence, Italy*
  - Executed a structural turnaround with 4x YoY growth and +40% handling capacity
- **Learning & Support** 2015- 2020  
*Docebo - Milan, Italy / London, UK*
  - Founding Member of the London Office; supported Tier-1 Enterprise Customer on the path to Canada and Nasdaq IPO
- **Digital Transformation Consultant** 2012- 2015  
*IBM/Generali Italia - Venice, Italy / Milan, Italy*
  - Network Enablement: Managed digital adoption for 200+ insurance agencies (Generali Italia group), leading large-scale Change Management.

## TOOL BELT

- CRM & OPS: HubSpot, Zendesk, Salesforce
- PRODUCT: Jira, Notion, Postman
- TECH: API (JSON), PHP, HTML, SQL, Zapier,

LowCode-NoCode for Ecommerce, Vibe-code

my GitHub

