



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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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

