



EDOARDO FIGONE

Sales Director/Business Development Leader

INFO

DATE OF BIRTH:
8/10/1987

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EDUCATION

- USC - Universidad de Santiago de Compostela: English, Spanish and Portuguese degree 2014
- UniGe – Università degli studi di Genova: Lingue per le Letterature Straniere 2011

PROFESSIONAL SUMMARY

Senior Sales & Marketing leader with a strong background in enterprise B2B sales, multi-market go-to-market execution, and commercial team leadership within sports technology and SaaS environments. Proven track record in owning revenue targets, scaling complex sales cycles, and building structured commercial operations across international markets. Experienced in working with institutional and enterprise stakeholders, driving value-based sales through customer-facing business cases, and operating effectively in both structured organizations and high-growth contexts.

KEY ACHIEVEMENTS

- Built Powerset's first commercial engine from scratch (GTM, pricing, sales playbook, CRM, and customer success workflows), securing multi-year partnerships across federations and elite sports organizations.
- Built Powerset's full commercial infrastructure from scratch, including sales playbook, pitch assets, team structure, CRM processes, and customer success workflows.
- Managed €6.3M in Annual Contract Value at Pixelot in 2023, hitting target while coordinating marketing, sales operations, and large-scale media events.
- Directed an international sales team of 10 people at Wyscout, expanding the company's presence across multiple regions through targeted acquisition strategies and data-driven lead generation.

WORK HISTORY

- Launched and led business development for 5 European markets at Catapult Sports, adapting GTM strategies to market-specific dynamics and securing sustainable growth.
- Personally negotiated and closed multi-year, high-value deals across B2B and institutional clients, with a >90% client retention rate and increasing average contract length from 1.5 to 3 years
- Secured and managed leaguewide deals in elite sports at the international level, overseeing both commercial and operational aspects from financial negotiations to implementation across all stakeholders.
- Leveraged international sports events as high-conversion channels, increasing brand visibility and generating qualified leads through coordinated event marketing strategies.

Chief Commercial Officer, Powerset

Rome, Italy, November 2023 – Current

Led Sales & Marketing functions during the company's early go-to-market phase, owning commercial strategy, pricing, partnerships, and customer acquisition within a fast-growing startup context.

Built the initial commercial infrastructure (GTM strategy, CRM, sales playbooks, customer-facing business cases, and pipeline management), contributing to early revenue generation, long-term partnerships, and market validation across elite sports and health & performance stakeholders, engaging senior decision-makers and enterprise-level organizations.

Worked cross-functionally with founders and product teams, supporting product positioning, partner management, and operational coordination during a formative phase of the company.

WORK HISTORY

Head of Sales, Pixellot

Genoa, Italy, January 2023 – October 2023

Led enterprise and strategic sales across multiple international markets, managing full sales cycles with federations, leagues, clubs, and rights holders in a fast-scaling sports-tech environment.

Owned an individual annual sales quota of €6.8M ARR, exceeding target within 11 months through the closure of multi-year enterprise agreements.

Provided on-the-ground leadership across the region, coordinating local sales resources, referral partners, and customer success teams to support deal execution, onboarding, and long-term account growth.

Developed and executed go-to-market strategies across Italy and international territories, aligning pricing, value proposition, and deployment models with diverse customer segments.

Worked closely with product, operations, and executive leadership to support scalable rollouts, complex negotiations, and long-term customer success across professional and semi-professional sports ecosystems.

Senior Business Development Manager, Catapult Sports

Leeds, England, January 2019 – October 2022

Multi-market B2B sales ownership across five European markets (Italy, Greece, Bulgaria, Romania, and Cyprus) within a global sports technology organization, serving professional clubs, national federations, and Olympic committees.

Managed complex, multi-country enterprise sales cycles in a structured corporate environment, with direct responsibility for forecasting, CRM reporting, and cross-functional alignment with marketing, product, and operations teams.

Regional field leadership, coordinating local sales resources and referral partners across the managed territories to drive pipeline development, deal execution, and long-term account growth.

WORK HISTORY

Inside Sales Manager, Wyscout

Milan, Italy, August 2017 – January 2019

Led and developed an Inside Sales team of 10+ junior sales representatives, with direct responsibility for onboarding, continuous training, coaching, and performance management.

Owned both individual and team sales targets, defining monthly objectives, assigning quotas, and ensuring consistent execution against agreed KPIs.

Structured daily and weekly sales activities, sales playbooks, and funnel management processes, maintaining strong focus, motivation, and accountability to consistently achieve monthly revenue goals.

Reported regularly on team activities and performance to the department manager and Sales Director, contributing to planning, performance reviews, and continuous optimization of team structure and workflows, including support in candidate selection and hiring decisions.

Account Executive, Wyscout

Chiavari, Italy, August 2015 – August 2017

Owned quarterly sales targets defined by the Sales Director, consistently delivering strong performance through full-cycle sales activities with player agents and professional scouts across Italy, Spain, and South America.

Built pipeline and generated qualified leads from scratch through direct outreach, relationship building, and market mapping, contributing to sustained revenue growth within a highly specialized B2B sports technology segment.

Developed solid expertise in consultative selling, negotiation, and long-term relationship management, leveraging multilingual capabilities to operate effectively across diverse geographies and cultures.

EDUCATION

- Degree in Languages and Foreign Literature Università degli Studi di Genova (Italy) — 2011
- Degree in English, Spanish & Portuguese Universidad de Santiago de Compostela (Spain) — 2014

LANGUAGES

- Italian – Native
- Spanish – Fluent (C2/C2)
- English – Fluent (C1/C2)
- Portuguese – Intermediate (B1)
- Galician – Intermediate (B1)

CORE SKILLS

Sales & Leadership

- Enterprise & B2B Sales
- Enterprise Deal Management & Complex Sales Cycles
- Sales Strategy & Go-To-Market
- Sales Team Leadership & Coaching
- Forecasting & Pipeline Management

Commercial Operations

- CRM & Sales Enablement
- Sales Playbooks & Funnel Design
- Value-Based & ROI Business Cases (Customer-Facing)
- Partner & Channel Management

Markets & Industries

- Sport & Sport Technology
- SaaS / Digital Platforms
- International & Multi-Market B2B Sales
- B2B Institutional & Enterprise Clients