

# Lidio Kola

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## PROFESSIONAL SUMMARY

A seasoned professional with extensive experience in the full sales cycle, from prospecting to closing, leveraging strategic cold calling and advanced negotiation techniques. My passion for finance and commercial negotiation has enabled me to build strong relationships with prospects and high-level stakeholders, consistently delivering results and exceeding assigned targets. As a coach for an elite regional under-18 football team, I have honed transferable skills highly valuable in sales: leadership, team management, the ability to motivate and guide towards common goals, and adaptability in dynamic situations. These experiences have sharpened my ability to perform under pressure, communicate effectively, and make strategic decisions essential qualities for excelling in both business and sales environments.

## EDUCATION

### SDA Bocconi School Of Management

*Master's Degree in Behavioral Finance and Risk Management*

### University of Bergamo

*International business and financial market*

### I.I.S Mosè Bianchi

*Administration, Finance, and Marketing*

**Milan, Italy**

2022

**Bergamo, Italy**

2018-2021

**Monza, Italy**

2012-2017

## PROFESSIONAL EXPERIENCE

### Leyton Italia S.r.l.

#### Senior Business Developer

**Milan, Italy**

Sett. 2022 ad oggi

- Full autonomy in managing the entire sales cycle, utilizing tools such as Atoka, Salesforce, and Lusha for prospecting and monitoring. My primary strategies for securing appointments include cold calls, event participation, and developing referrals. I follow a certified scientific sales model by Blackship ("B2B Sales"), ensuring a structured approach to negotiations, consistently exceeding 100% of my annual assigned budget. All interactions are with C-level executives.
- Market development across Milan, Bergamo, Brescia, Lecco, Como, and Sondrio. Some key clients acquired independently through these strategies include AC Milan, Dipharma Francis Srl, Gruppo San Donato, Centro Sant'Agostino, Iginio Massari, Gruppo Ferrarini, and many others.
- Decision-making and contractual autonomy regarding discounts and legal article modifications during negotiation phases with prospects.
- Representative and speaker for Leyton at all partner events, including prominent occasions such as *Industria Felix*. This role has significantly enhanced my public speaking and presentation skills.

### Generali Assicurazioni

#### Account Manager

**Milan, Italy**

2021-2022

- Built a client portfolio through cold calling and referral activities for the sale of investment insurance policies, developing technical skills to enhance clients' financial literacy through tailored financial education initiatives.
- Managed a portfolio of 200 accounts entrusted by Generali, implementing upselling strategies to grow the managed assets.
- Successfully oversaw a portfolio valued at €10 million, distributed across savings and investment instruments.

### IDOSPAY

#### Co-founder

**Monza, Italy**

2020-2022

- Developed the Business Plan, Go-to-Market strategy, and supervised the creation of the MVP product.
- Presented the startup to national and international VCs and incubators, enhancing both written and oral communication skills.
- Independently managed the fundraising process, overseeing investor relations.
- Successfully scaled the startup by securing the first three paying clients.
- Secured €5,000 in grants from incubators and public institutions.

### Milano Bartenders

#### Co-Founder

**Milan, Italy**

2018-2021

- Exclusive networking service tailored to the restaurant industry in Lombardy, enabling professionals to connect with restaurant owners through listings for full-time, part-time, and on-call job opportunities.
- Focused on events, catering, and collaborations with local establishments.
- Built a network of over 2,500 carefully selected members, ensuring quality and reliability. The first 200 members were acquired through direct cold outreach, meeting professionals in person, while subsequent growth was driven by positive referrals reflecting the service's high standards.
- Supported the creation of strong professional relationships and contributed to the growth of the restaurant industry.

## LANGUAGES, SKILLS, CERTIFICATIONS

### Languages:

English B2, Spanish B1, native proficiency in Italian and Albanian.

### Technical skills:

Excel, Office, Access, Salesforce, Atoka, Lusha, Slack, Notion, Odoo, LinkedIn Sales Navigator.

### Certifications:

Sales B2B by Blackship – McKinsey Forward program – JP Morgan Chase Investment Banking