

Lidio Kola

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PROFESSIONAL SUMMARY

A seasoned sales professional with extensive experience in the full B2B sales cycle — from prospecting to closing — across SaaS, Cloud, ERP, MES, and Cybersecurity solutions. Skilled in consultative selling, client qualification, and value-based negotiation, I help companies accelerate their digital transformation and cloud migration. My passion for finance and commercial strategy has enabled me to build strong, long-term relationships with key stakeholders, consistently driving growth and customer success. As a coach for an elite regional under-18 football team, I have developed strong leadership, motivation, and adaptability skills, enhancing my ability to perform under pressure, communicate effectively, and make strategic decisions in dynamic business 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

TeamSystem S.p.A.

Sales Account- Bu Enterprise

Milan, Italy

March 2025 - Present

- Drive commercial growth across Northern Italy by managing the full B2B sales cycle for SaaS, Cloud, ERP, MES, and Cybersecurity solutions. Responsible for client qualification, demos, tailored proposals, and deal closing. Collaborate with SDR, technical, and Customer Success teams to ensure seamless experience. Support clients' digital transformation and cloud migration. Consistently achieve revenue and profitability targets through consultative selling.
- Exceeded 2025 sales quota by achieving 120% of a €100K target (April–December) and surpassing cloud migration goals with 23 completed projects out of 20 planned, demonstrating strong execution and consistent overperformance.

Leyton Italia S.r.l.

Senior Business Developer

Milan, Italy

Sept. 2022- Feb 2025

- 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.

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, MailUp.

Certifications:

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