



CRISTIANO DI BATTISTA

Personal Information

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Qualification

- ↳ Addicted on digital technologies and innovative solutions
- ↳ Great determination and focused on target
- ↳ Multitasking approach and self-motivation
- ↳ High level of involvement and empathy
- ↳ Analytical and financial skills (I love numbers)

Occupation

- From 2016* **BUSINESS DEVELOPMENT FOR STARTUP AND “ANGEL” ENTREPRENEUR**
from Aug '16 **APPY LAB Srl**
CEO & Founder AppY Lab Srl (innovative startup) develops business ideas into applications and converts them as a new SaaS Solution and mobile app. We create innovative projects of new ventures in startup business and we develop growth processes with investment and know-how. Best competence in AI, IoT, big data and cloud computing. Our team is 20 people and 9 of them are involved in delivery and production. Our portfolio is +30 projects (startups and SMEs).
- from May '19* **FASTERCAPITAL**
Mentor - Mentorship activities for startup mainly for fintech, medtech and social community. Principal services in sales and marketing strategies, business development operations and financial forecast analysis. Mainly in projects where mobile applications and machine learning are involved
- from Oct '20* **EIT HEALTH**
Evaluator and Rapporteur - Provider services for for evaluation of Innovation project proposals for EIT Health InnoStars. Evaluar Ing Projects main MKT in Busibess model DOt Digital Health and puttinh place my Business/commercial expertise.
- Dec '16 - Mar '19* **INDIGO Srl**
Sales Manager Indigo AI is an innovative startup aimed in building up BOT applications (programs that lead an artificial conversation with one or more humans). Actually business is mainly focused on the Retail Industry with solution for virtual assistant and interactive communication.
Activities: Developing market with new deals, Recruiting customers and Defining strategies for business growth
- Nov '16 – Oct '18* **ITALDES Srl**



Business Development Manager ITALDES is a fast growing company in cash management business. They design and implement innovative solutions for security and safeguard cash money in the Retail Industry.

Activities: Aiming in increase customer base, Managing new deals and opportunities, Developing relationships with EUs

Nov '16 – Oct '18

BLUE MILK DIGITAL Srl

Business Development Manager BlueMlik is a new venture with an innovative portfolio for website creation, mobile applications and multimedia marketing solutions.

Activities: Identifying new business opportunities, Building up a joint value proposition and Follow up customers in their digital growth

Dec '16 – Dec '17

GET YOUR BILL

Business Development Manager Get Your Bill is a new solution for e-invoicing made by ULTRONEO an innovative start up. With GYB you can perform and optimize the invoice production directly in stores thanks to integration of POS systems

Activities: Developing partner community in POS solutions, Demand generation for GYB solution in EUs (Retailer and Hospitality)

Feb '13 – Oct '16 **NEWLAND EUROPE B.V. in Culemborg, Netherland** a full subsidiary of Fujian Newland Computer Co., Ltd, a public company from China, a fast growing AIDC manufacturer of high performance image (CMOS) based data collection hardware (product range of 1D and 2D barcode scanning solutions includes PDA's and Tablets, Handheld Barcode Scanners, Stationary Barcode Scanners, Customer Information Terminals and OEM Scanning Engines). Newland Europe BV is in charge of EMEA market.

Position: **Italy Country Manager** (responsible for sales and marketing activities in assigned country and driving business development and demand generation trough Channel market. Countries added since 2014: Slovenia, Croatia, Malta and Ticino (Ch).

- Engagement activities for Resellers and Distributors (introduce Newland Portfolio products positioning, joint Marketing activities and brand Newland promotion)
 - Agreement with 4 distributors
- Management and recruitment Sales Agents
- Identifying business opportunities with direct activities for End-Users
- Ownership of overall business revenues in assigned Countries
- Maintain up-to-date knowledge of Newland products, market, competition, trends
- Reporting activities to HQ
- Achieved performance in last FY (revenues vs. plan):
 - +95% in 2013
 - +98% in 2014
 - +124% in 2015

May '05–Jan '13 **INTERMEC TECHNOLOGIES S.r.l. (now Honeyell) in Milan, Italy** US Company leader in 'AUTOMATIC DATA COLLECTION market. Intermec develops, manufactures and integrates technologies that identify, track and manage supply chain assets. Core technologies include RFID, mobile computing and data collection systems, bar-code printers and label media.

Position: **Vertical Manager** (business developing and demand creating for Intermec products and services on assigned accounts in Retail and T&L market mainly)

- Identify business needs in named accounts and create business opportunities
 - Most important projects in: Esselunga, Enel, Unichips, A2A, Ferrero, Zegna
- Develop relationships with key Managers (C-level), and operationals and influencers
- Develop strategic relationships and go to market practices with Key alliance partners for a joint value proposition
- Provide accurate forecasts and pipeline activities
- Over quota FY: 2005, 2006, 2008, 2010

May '04 - Dec '10 **SISECO S.r.l. in Busto Arsizio (Va), Italia** A referred Company in IT Italy market specialized in IT solution turn-key for CRM market (Call and Contact Center, Telemarketing/selling, Sales Force Automation) integrated with VOIP technology.



Position: Sales Manager (developing and growing business principally in new Customers throughout building relationship with intermediary and direct channel)

- Identifying of the Customer target for developing the business of SW products and turn-key projects.
- Defining and building the sales policy and sales method, moreover the marketing strategy for business developing
- Coordinating and monitoring resident sales force and external sales (up to 6 people)
- Managing of all the Customer sets and new customers, both in commercial terms and in SLA terms.

Oct '01 - Apr '04 **TC Sistema S.p.A. in Garbagnate Milanese (Mi), Italy** A Company leader in Italian Market focus on providing the offering of whole *IT Value Chain*, that is Product, Services, Solution and Consulting.

Position: Solutions Sales Manager (developing and nurturing *CRM and Content Management* business in Customers and Prospects: co-operating in marketing strategies by looking for new Customers and new Industry needs, building of solid relationships with strategic Buyers through the analysis of theirs needs and at board level, and leading the whole sale-process until contracting phase and monitoring the post-sale phase. Fiscal Year 01/02: 10% over-performed budget. Fiscal Year 02/03: 5% under-performed budget)

Jun '00 – Sep '01 **Logotec Engineering S.r.l. in Como, Italy** A pan-European Company, leader in the development of ICT systems, particularly of document and information flow management and CRM solutions (for LAN, Web, and Wireless architecture). Moreover, it develops ASP and WASP service in XML technology.

Position: Information Management Consultant (building marketing strategies in searching new Customers, studying and analysing of IT structure in potential Customers, implementing of a net architecture on the basis of LTE products, services and solutions and leading the whole sale-process until contracting phase. Business activity over-budgeting during my period)

May '99 - Jun '00 **Lampitalia S.r.l. in Rodano (Mi), Italy** A Company engaged in trading of products in lighting service and Xmas decoration.

Position: Export Manager (increasing of Export sales of 180% during my period)
Information Technology department (project leader of *Lampitalia.com* home page, increasing total sales of 29%)
Technical department (improving the technical service provided to Customers, introducing new products and realisation of new Catalogue 2000)

Political Experience

Oct '17 - Nov '19 **10 Volte Meglio – National Party, Italy** A new Party born in September 2017 from a group of Entrepreneurs, Professors, Researchers, and Managers that want to change Italy in the name of innovation, education and tourism.

Position: Territorial Manager (in Monza Area where I faced to build a team in order to get signatures for reaching quotas to be eligible in Political Election I n4th march 2017. This activity last from Oct 2017 tin January 2018)

Position: Deputies Chamber Candidate (in Political Election for 4th march 2018 I was eligible for Candidates to Deputies Chamber in Seregno Area. Managed and built territorial campaigns)

Business Training

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| Jan 2020 – now | <i>Online Course</i> | Growth Program Di Raffaele Gaito - Corso sul Growth Hacking |
| Jan 18 – Dec 20 | <i>Online Course</i> | Corsi online su Udemy Academy di Digital Marketing, FB ADS, GADS, ecc |
| Jan 18 – July 19 | <i>Course</i> | Come diventare un Angel Investor - Corso in Impact Hub, Milano |
| Sept – Feb '09 | <i>Course</i> | 360° Effective Sales by <i>Studio De Feo</i> in Intermec Technologies |
| Jun '05 | <i>Course</i> | Winning Complex Sales by <i>Infoteam Process Consulting AG</i> in Intermec Technologies |
| June - July '03 | <i>Course</i> | Sales Management "The Value Chain in Consulting Selling" by IBM Italia Spa |
| September '02 | <i>Course</i> | Outdoor Training "Improve the teamwork Collaboration" by AKRON Srl |



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| November '01 | Course | Sales Time Management “ How to manage the Business Agenda ” by ARTAX IMPROVEMENT. |
| June '01 | Master | Executive Master in e-Management by ETASS, European Trends Association (Project Manager Dr. Dacandia) |
| September'00 | Course | “ Strategic Selling: the Miller-Heiman Method ” in Logotec Engineering by Sistemi Innovativi Srl. |

Education

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|-----------|------------------|---|
| April '99 | University | Industrial and Management Engineering (Ingegneria Gestionale) at Politecnico di Milano, Italy. Specialised in Economic and Financial studies |
| | Title of Thesis: | INVESTMENT CHOICES AND LEVEL OF INVOLVEMENT IN VENTURE CAPITAL ACTIVITIES: AN EMPIRICAL ASSESSMENT AMONG PRACTITIONERS OPERATING IN ITALIAN REALITY Stage in Chalmers University (Gothenburg, Sweden) in order to develop my Thesis and show to Research Board the Italian evidences compared on Sweden Market. |
| | Final Grade: | 85/100 |
| July '91 | High School | Liceo Scientifico “Leonardo da Vinci” Pescara, Italy |
| | Final Grade: | 51/60 |

Skills

- ↳ LANGUAGES Italian: native Italian speaker
Spanish: fluent (written and spoken)
English: fluent (written and spoken) – TOEFEL test in 1998 (score 530/660)
- ↳ OPERATIVE SYSTEM (MS/DOS, UNIX, WINDOWS, IOS) and DATABASE: (MS SQL Server and Oracle).
- ↳ SOFTWARE: Office365 and Google Suite, PM spòtion (Trello, Asana), CRM Solution (Salesforce, Hubspot), Mockup builder. Solid knowledge about HARDWARE.
- ↳ Hardly management of Social Network and Mobile Apps.

Main Interests

- ↳ Actual sport activities: Aerobic Activities, Fitness, Swimming, Free Diving, Free Climbing, Mountain Biking, Canoeing, and Sailing. I had competitive precedents about Swimming, Water-polo, and Soccer.
- ↳ Keen on chess' matches and on playing piano and acoustic guitar. Reading, especially magazines and newspapers.
- ↳ Strong interest about ITC and Financial actuality by qualified readings.

Previous Work experience

During the period of college years, I experienced some temporary jobs to sustain my studies. I helped some high-school scholars teaching Mathematics, Physics and English. For three summer seasons (1994-1996), I worked for projecting and manufacturing of Christmas decorations at *Contel S.a.S.*. I worked in inserting records in data base at *Grant Thorton Consulting Group*. I had some work experiences in the fields of art, fashion and music.

Objectives

My first aim is to work in a harmonious and dynamic team, having a frequent contacts in people with different background and cultures, in which I can continue to develop my knowledge and compare my skills and capabilities. It's really important for me to find a contest where innovation is a perception like a mantra: if not, I will change it or will go away :). I have a personal attitude to improve always myself and the environment where I work/live, with new solutions, new products, new visions, new ideas and I'm comfortable when I can combine my analytical and communication skills, with future and visionary approach.