Kim Melucci.

Head of Business Development



Choose a section to get started.

- Profile & impact
- Professional experience
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Profile & impact

With 15+ years in business development, I connect marketing, sales and technology to build demand and grow B2B revenue.

01 / TEAM LEADERSHIP

70+

People led in one Sales & Marketing department

See Experience

02 / PEAK ANNUAL REVENUE

€5.3m

Annual revenue delivered

See Experience

03 / CLIENT ARR

135%

Startup client

See Experience

01 / MARKET & REVENUE

Go-to-market & new business

Define target markets and positioning. Build demand and qualify opportunities. Lead discovery, proposals and negotiation through to close.

02 / MARKETING & INSIGHT

Marketing strategy & acquisition

Shape campaigns around market insight. Connect content, paid media and conversion. Use performance data to guide investment.

03 / LEADERSHIP & OPERATIONS

Team leadership & sales operations

Develop teams through hiring and coaching. Set targets, sales playbooks and incentives. Manage pipeline, forecasts and performance.

PRODUCT THINKING & AI

I build AI workflows, Python/Streamlit dashboards and internal apps to improve operations.

Professional experience

Go-to-market leadership
Technology and growth

MC ENGINEERING

2024 - PRESENT

MC Engineering Srl

Sales & Marketing Manager

Lead go-to-market strategy for ICT services, 3D digital solutions and custom AI products.

Shape positioning, target markets and demand generation. Develop the commercial pipeline and align marketing with sales priorities.

Manage paid acquisition across Google, Meta and LinkedIn. Design CRM workflows, nurturing and automation to improve conversion.

GROWTH CONSULTING

2022 - 2024

Freelance

Growth Consultant

Built acquisition and sales systems for SMEs and startups, from positioning to conversion.

Designed go-to-market strategies, sales networks and funnels. Connected CRM, lead nurturing and process automation.

Managed paid campaigns across Google, Meta and LinkedIn, refining value propositions, e-commerce journeys and customer acquisition.

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Professional experience

Sales & marketing leadership
Financial services

creditsafe

2015 - 2022

Creditsafe Italia Srl

New Business Department Manager

Led one department with 65 Sales and 5 Marketing professionals, connecting customer acquisition with revenue growth.

Set the marketing strategy, target segments and acquisition channels. Integrated lead generation, CRM and sales conversion.

Built and coached the commercial team. Owned sales planning, incentives, pipeline, forecasting and performance management.

MARAN

2011 - 2015

Maran Credit Solution SpA

Team Supervisor

Led a 25-person team across financial product sales and credit management.

Managed sales performance and collections for a portfolio including revolving credit cards.

Set daily priorities, monitored KPIs and coordinated team operations and client relations.

Promoted from Sales Account to Team Supervisor.

Education & toolkit

C1 ENGLISH

Advanced proficiency

EDUCATION

Bachelor's Degree in Communication Sciences

University of Trieste / 2006 - 2009

Executive Master in Digital Marketing

Talent Garden / 2024

Specialisation in GTM Engineering

Data Masters / 2026

CERTIFICATIONS

HubSpot Sales Hub Software

June 2025

AI Product Manager Explorer

April 2025

TECH STACK

Market Intelligence

Python, API, SEMrush, Ubersuggest, AnswerThePublic, SEO / XEO analysis

Performance Marketing

Google Ads, Meta Ads, LinkedIn Ads, Landing page, CRO, A/B testing

GTM Engineering

Clay, Apollo, Apify, Smartlead, HeyReach, GojiBerry, n8n, API, Webhook, Lead enrichment, Intent signals, Lead scoring, Workflow automation, Claude Code, Codex

Content & Social

Content strategy, Social media strategy, Adobe Express, Final Cut Pro, CapCut, Photo and video production

Sales & RevOps

CRM workflows, Pipeline management, Sales playbook, MEDDIC, SPICED, Lead management, Forecasting, Customer lifecycle, Sales automation

Analytics & Reporting

GA4, Google Tag Manager, Looker Studio, Search Console, Python, Pandas, Requests, Matplotlib

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GitHub / kimmelucci-stack

EXPLORE MY WORK

Back home

Explore kimmelucci.com