

Stefano Scapin

Revenue, Growth & Go-to-Market Executive

Executive Profile

Revenue-oriented executive with a solid background across sales leadership, growth strategy and marketing execution. Progressive career from early leadership responsibility to CRO and CMO positions within global platforms, digital scale-ups and large corporate groups. Strong focus on revenue ownership, go-to-market strategies, partnerships and scalable execution.

Professional Experience

Locker Italia – Chief Marketing Officer / Growth Executive (2024 – Present)

Joint venture between Poste Italiane and DHL eCommerce. Senior executive role contributing to growth, acquisition and go-to-market strategies within a complex, multi-stakeholder ecosystem focused on scaling a nationwide out-of-home locker network.

Poste Italiane Group – Senior Roles (2020 – Present)

Executive experience within one of the largest corporate groups in Italy, operating across logistics, digital services and e-commerce platforms, with exposure to large-scale operations, governance frameworks and innovation-driven initiatives.

Milkman / MLK Deliveries – Chief Revenue Officer (2017 – 2020)

Commercial and revenue leadership in a pioneering digital delivery platform. Focused on revenue strategy, B2B partnerships and scaling commercial models in close alignment with operations.

Groupon – Sales Director / Regional Vice President (2012 – 2017)

Senior commercial leadership roles within a global digital marketplace, with direct responsibility for regional revenue growth, sales performance and large commercial teams across multiple markets.

Early Career & Leadership Foundations (2002 – 2012)

Domotecnica Italiana S.p.A. – Head of Business Development (2010 – 2012)

Leadership role in energy efficiency and renewables. Responsibility for network development strategy, sales force management, marketing planning and negotiation, with direct accountability for expansion and sales targets.

Colours & Beauty – Retail & Marketing Director (2008 – 2010)

Full responsibility for the Beauty Division, overseeing retail performance, profitability and operational efficiency, including store operations, merchandising, staff and marketing initiatives.

TopSolid Italia – Sales Manager Italy (2006 – 2008)

National sales responsibility for CAD/CAM and ERP software solutions, with ownership of commercial strategy, key accounts and revenue targets.

DPV S.p.A. – Area Manager / Supervisor (2002 – 2005)

Early leadership role in trade marketing and field operations, managing agents, promoters and merchandising activities across multiple retail categories.

Core Expertise

- Sales & Revenue Leadership
- Growth Strategy & Go-to-Market
- Marketing & Demand Generation
- Strategic Partnerships & Ecosystems
- P&L; Responsibility
- Cross-functional Leadership

Education

Academic background in economics and management disciplines, providing a solid foundation for executive leadership roles.

Ca' Foscari University of Venice – Bachelor's Degree in Economics (Marketing and Business Management)

Contact

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