STEFANO SCAPIN



EXECUTIVE LEADERSHIP / BUSINESS GROWTH & OPERATIONS

Treviso, Veneto, Italy • linkedin.com/in/stefanoscapin

EXECUTIVE PROFILE

Senior executive with over 20 years of experience growing and transforming businesses, digital platforms and complex organizations across distribution, retail, e-commerce and logistics. Progressive leadership responsibilities spanning sales, marketing, business development, operations and people management. Proven experience building and scaling networks, turning strategy into actionable plans and KPIs, and aligning functions and stakeholders with different priorities. A multidisciplinary approach focused on measurable results, financial sustainability and continuous improvement.

SELECTED ACHIEVEMENTS

- Scale and results: contributed to Milkman / MLK Deliveries revenue growth from approximately €0.5 million to €50 million.
- Networks and ecosystems: contributed to building a nationwide parcel locker network in the Poste Italiane–DHL eCommerce joint venture, exceeding 3,000 installations in 2026.
- Organizational leadership: led commercial organizations of up to approximately 100 people, coordinating multidisciplinary teams and partners.
- Governance and execution: functional target and budget planning, KPIs, management reporting, acquisition processes and nationwide implementation.

PROFESSIONAL EXPERIENCE

Chief Marketing Officer / Commercial & Growth Leadership | Locker Italia S.p.A. · Poste Italiane / DHL eCommerce 2024 – Present

Joint venture developing a nationwide out-of-home delivery infrastructure; since June 2025, an executive at Poste Italiane seconded to Locker Italia.

- Lead commercial and marketing strategy, site-network expansion and partnerships with retail chains, real estate operators and local businesses.
- Define expansion plans, quantitative targets, acquisition, conversion and deployment processes; continuously track productivity, pipeline and performance.
- Coordinate teams and cross-functional stakeholders within a joint venture with two industrial shareholders and a complex external partner ecosystem.

Chief Revenue Officer | Milkman / MLK Deliveries · Poste Italiane Group 2017 – 2024

Technology platform and innovative last-mile logistics provider serving e-commerce businesses.

- Executive responsibility for Sales, Marketing, Business Development, Revenue and Customer Success, integrating growth strategy, value proposition and operational execution.
- Contributed to revenue growth from approximately €0.5 million to €50 million through customer acquisition, innovative commercial models and strategic partnerships.
- Led commercial planning and performance management, working closely with operations and technology teams.

Sales Director / Regional Vice President Italy; Operations Director Southern Europe | Groupon 2012 – 2017

Global digital marketplace connecting online platforms with local businesses.

- Led national sales operations and organizations of up to approximately 100 employees, managing targets, productivity and performance.
- Subsequently held an Operations Director role for Southern Europe, coordinating processes and teams in a multinational environment.
- Built and managed business partner networks and initiatives to improve organizational efficiency.

EARLIER CAREER

2010 – 2012 | Head of Business Development — Domotecnica Italiana S.p.A. • Network expansion, sales force management, marketing planning and commercial agreements.

2008 – 2010 | Retail & Marketing Director — Colours & Beauty S.p.A. • Retail operations, profitability, store management, merchandising and marketing.

2006 – 2008 | Sales Manager Italy — TopSolid Italia • National sales strategy, key accounts and CAD/CAM and ERP software solutions.

2002 – 2005 | Area Manager / Supervisor — DPV S.p.A. • Field operations, trade marketing and frontline team management.

EXECUTIVE CAPABILITIES

Corporate strategy and planning • Business development and distribution networks • Cross-functional leadership • Talent and management development • Management KPIs and reporting • Budgeting and commercial performance • Stakeholder management and negotiation • Operations and process improvement • Digital innovation and platforms • Strategic partnerships and ecosystems

EDUCATION & EXECUTIVE DEVELOPMENT

Executive MBA — University of Udine | In progress, started 2026

Bachelor's Degree in Economics, Marketing and Business Management — Ca' Foscari University of Venice

Management Fundamentals — American Management Association (AMA), New York

PUBLICATIONS & LANGUAGES

Co-author, "Digital Marketing per l'E-commerce e il New Retail" (Hoepli, 2019).

Italian: native • English: professional working proficiency • Spanish: basic

CONTACT DETAILS

stefano.scapin@gmail.com