

# DANIELE CIMMARRUSTI

**Date and place of birth** 04/03/1997, Ancona

**Address** Via Domenico Veneziano, Milan

**E-Mail** Cimmarrusti.daniele@gmail.com

**Mobile phone** +39 327 668 5219

**LinkedIn** linkedin.com/in/daniele-cimmarrusti



Commercially-driven entrepreneur and sales leader fascinated by the role that go-to-market execution plays in building and scaling companies. I grew professionally in high-performance outbound environments, managing full-cycle B2B sales, pipeline building and team leadership at Alibaba.com. I later transitioned into early-stage execution, co-founding and leading an AI startup, where I worked on fundraising, commercial strategy and repeatable growth processes. I am naturally driven by dynamic and challenging contexts, with a strong predisposition for building relationships, developing partner networks, leading teams and opening new business opportunities across international markets.

## CORE COMPETENCIES

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Full-Cycle B2B Sales · Outbound Pipeline Building · Go-to-Market Strategy · Team Leadership & Mentoring · Partner & Channel Development · Fundraising & Investor Relations · C-Level Engagement

## PROFESSIONAL EXPERIENCE

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### Independent Sales & Business Development Consultant

Self-employed

Nov 2025 – Present

- Provide consulting and fractional sales support to Italian and international B2B companies, helping them build commercial channels and structure outbound opportunity generation.
- **IET Srl (Italy)**: developed a B2B commercial channel to generate outbound opportunities in the industrial energy-efficiency market.
- **Burevue SA**: designed a B2B opportunity-generation strategy across selected target markets defined with the client.

### Founder & CEO

AI4What Srl

Dec 2024 – Nov 2025

- Led the company's commercial strategy with a strong outbound and revenue-first approach, building the first sales pipeline from scratch.
- Managed the full sales cycle: prospecting, discovery, demo, negotiation, closing and onboarding.
- Built a partner program from scratch, onboarding 12 Italian resellers to distribute the company's solutions and expand indirect sales coverage.
- Raised an initial ~\$35K angel round and expanded the company's network by relocating to San Francisco to develop investor and commercial partnerships.

### Account Executive & Partner Development

Alibaba.com

Sep 2022 – Dec 2024

- Engaged with SME founders and C-level executives to design export and growth strategies through the Alibaba.com B2B platform.
- Built and managed a fully outbound pipeline by identifying qualified leads and generating new business opportunities across multiple channels.
- Owned the full sales cycle from prospecting and nurturing to closing, onboarding and client success.
- Led and mentored a sales pod of three people (2 Business Developers, 1 SDR), supporting pipeline creation and deal execution.
- **Recognized as #1 Performer FY23** and among top performers in FY24 in a highly competitive outbound environment.

- **Partner Program:** expanded scope into the Alibaba.com Partner Program, contributing to partner quota and the growth of the reseller network across the Italian market.
- Engaged with partners' managers to develop joint sales and service strategies, while safeguarding partner profitability and client success.
- Scouted and onboarded new partners and delivered training and coaching to partners' sales agents

### Founder & Growth Manager

### Market Hub Srl

Jan 2018 – Sep 2022

- Managed multi-channel digital marketing and paid media strategies for Italian SMEs and scaleups.
- Supported client growth through structured lead generation, campaign launches and performance optimization.
- Monitored results and reported on KPIs using CRM and analytics tools.
- Oversaw media buying budgets exceeding €400K annually.
- Led coordination with clients and external collaborators through recurring planning and review meetings.

### Marketing Intern

### 9Bureau Srl

May 2017 – Sep 2017

- Supported the execution of paid social campaigns for a fast-growing European tech company, assisting in campaign setup, monitoring and optimization.
- Helped track performance metrics and prepare reports to support budget and targeting decisions.
- Assisted in managing a monthly advertising budget and testing creatives and audiences.
- Collaborated with senior team members on user acquisition and lead generation initiatives.

## EDUCATION

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- **Master's Degree in Business Organization and Strategy**, 2020 – 2022 — Marche Polytechnic University (UNIVPM), Ancona. Grade 104/110.
- **Erasmus Exchange in Business Management**, 2018 & 2021 — Politechnika Lubelska University, Lublin, Poland.
- **Bachelor's Degree in Economics**, 2016 – 2019 — Marche Polytechnic University (UNIVPM), Ancona.

## TECHNICAL SKILLS

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- **Sales & Outbound:** LinkedIn Sales Navigator, Apollo.io, Clay (lead enrichment & data structuring), Smartlead, Aimfox, cold email infrastructure & deliverability.
- **CRM & Pipeline Management:** Pipeline building, tracking & reporting, lead qualification frameworks.
- **Automation & No-Code:** n8n (workflow automation), Make / Zapier.
- **AI & Prompt Engineering:** Advanced use of LLMs (Claude, ChatGPT) for market research, outreach personalization and lead qualification.
- **Marketing & Analytics:** Meta Ads, Google Ads, GA4, media buying management (€400K+ annual budgets).
- **Data & Reporting:** Advanced Excel (financial models, business plans), KPI dashboards & performance tracking.

## OTHER INFORMATION

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- **Languages:** Italian (mother tongue), English (fluent), Spanish (B1).
- **Interests:** Cryptocurrencies and decentralized finance; music (former DJ and music producer).

*I authorize the processing of personal data contained in my curriculum vitae on the basis of art. 13 of Legislative Decree 196/2003 and art. 13 GDPR 679/16.*