



# Karin Venneri

Artist of Growth | Leading Transformation and Innovation

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## SUMMARY

**Visionary leader with 10+ years of expertise in scaling businesses, driving strategic growth, and fostering innovation through market expansion, stakeholder engagement, and high-performing team leadership.**

Proven ability to align analytical expertise with deep knowledge of sales, platform models, and strategic partnerships to deliver transformative results in competitive industries. Recognized for an exceptional ability to drive business growth and simplify complexity, creating clear, actionable paths to success even in dynamic and challenging environments.

## AREAS OF COMPETENCE

- Strategic Planning, & Business Model
- M&A Strategy
- Growth strategy and implementation,
- Change Management & Innovation process
- Business process optimization Project Management, and Agile Methodology
- Digital Product Development

### Soft Skills:

- Leadership,
- Strategic Thinking,
- Stakeholder Engagement,
- Team Management and Cross-functional
- Change Management
- People and Culture Development

## HOBBIES

Running, volleyball, music, wine, travelling, People

## WORK EXPERIENCE

2019-09 -  
present

### Sales & Strategy Director

Wonderful Italy, Milan, IT

- Defined and executed the company's growth strategy, **increasing revenue from €2M to €58M GBV** through PMS scouting, acquisitions, and integrations.
- Directed sales strategy, optimizing revenue policies, connectivity, channel management, and income streams.
- Established a quality unit for internal audits, enhancing operational standards and integrating into the distribution strategy. **Achieved a 0.4% increase in the quality rate across the entire portfolio within a year**
- Founded the Project Management Office, aligning business needs with IT through Agile methodology, streamlining product development. **Optimization of the entire process of product development.**
- Managed the Wonderful Experience unit, **curating 350+ products with 180 suppliers and achieving €500K GBV within two years.**
- Founded AIGAB to advocate for the short-term rental sector, addressing regulatory challenges and driving industry growth.

2017-10 -  
2019-07

### CMO & Head of B2C

Destination Italia, Milan, IT

- Executed B2B trade marketing strategies, coordinating 5 market managers, **increasing the customer base by 15% and strengthening brand awareness in five markets.**
- Developed a luxury travel brand and Sono Travel Club, leading a team to implement a CRM system and digitalize bookings, improving operations and customer experience.
- Optimized B2C SEO and OTA accounts, boosting organic traffic and **achieving a 10% sales increase in six months.**

2015-09 -  
2017-09

### Project Leader

Destination Italia, Milan, IT

- Contributed to M&A planning and execution, overseeing due diligence processes and the seamless integration of operations.
- **Directed change management initiatives to transition** an acquired company from a traditional business model to digital inbound service offerings. **Optimized business processes by overhauling systems**, replacing booking engines, channel distribution tools, and ERP solutions, while integrating a CRM to enhance the customer journey and streamline operations.
- Spearheaded the development of a B2C platform, driving business growth and enhancing customer engagement strategies.
- Ensured successful alignment of cross-functional teams during post-acquisition integration activities. Developing value-driven initiatives, aligning company culture with strategic objectives and enhancing employee engagement.

2016-01 -  
2022-12

### Co - Founder

Edgar Smart Concierge, Milan, IT

- Co-founding of Edgar Smart Concierge, a SaaS platform specializing in automated check-in, guest communication, and real-time request management, which was successfully sold.
- Development of the company's strategic vision and roadmap, **securing over €500K in fundraising to drive growth initiatives.**
- Oversight of business development efforts, enabling seamless integration with European Property Management Systems (PMS) and service providers to enhance operational efficiency.
- Establishment of partnerships with key stakeholders across the hospitality sector to expand market reach and adoption of the platform. **Developing over 30 integrations with PMS and CM.**

2014-03 -  
2015-09

### Founder and CEO & BIZ

1000Italy, London, UK

- Founded a travel startup, defining the revenue model, developing the business plan, and achieving initial revenue milestones in the first year.
- Led digital product development and forged strategic partnerships to drive growth. 400 merchants paid in 4 months.
- Secured \$400K in funding within six months and implemented scalable marketing strategies.

2011-03 -  
2014-03

### Consultant

Resolving Strategy & Finance, Milan, IT

	<ul style="list-style-type: none"> <li>• Provided expertise in developing and implementing industrial plans for financial services organizations to meet strategic objectives mainly for the payments industry.</li> <li>• Conducted comprehensive analyses of financial data to support business decisions and improve operational efficiency.</li> <li>• Assisted in the design and execution of reorganization strategies for financial entities, ensuring alignment with industry regulations and long-term goals.</li> <li>• Delivered actionable insights on market trends and competitor benchmarking tailored to the financial services sector.</li> <li>• Collaborated with cross-functional teams to address client challenges through tailored strategic recommendations.</li> <li>• Supported business transformation initiatives by identifying key performance indicators (KPIs) and measuring their impact on organizational success.</li> </ul>
2009-10 - 2011-02	<b>Associate Consultant</b> Qualitekna, Rome, IT <ul style="list-style-type: none"> <li>• Led consultancy projects in the payment services sector, specializing in loyalty program development and marketing campaigns for a major payment network and its banking clients.</li> <li>• Oversaw projects from proposal to delivery, ensuring seamless coordination among stakeholders and adherence to timelines and objectives.</li> <li>• Designed and implemented effective strategies to enhance client engagement through innovative loyalty solutions and promotional initiatives.</li> <li>• Directed an energy sector initiative focused on identifying partnership opportunities between a Tuscan operator and the U.S. market.</li> <li>• Conducted comprehensive analyses, scouted potential partners, facilitated negotiations, and finalized contracts to secure cross-border collaborations.</li> </ul>

## EDUCATION

2013-01	<b>Master in Marketing e comunicazione digitale</b> Business School Sole24ore
2003-09 - 2009-03	<b>Master Degree in Management Engineering</b> University of Rome "La Sapienza" <ul style="list-style-type: none"> <li>• Major in Information Technology (108/110).</li> </ul>

## OTHER PROJECTS

2018-04 - present	<b>President - Now VP</b> Travel Startup Association, Milan, IT <ul style="list-style-type: none"> <li>• Chair of the association supporting Italian tourism startups, facilitating interaction and collaboration among startups, VCs, Incubators, Public entities, and Industrial partners..</li> </ul>
2020-11 - 2023-03	<b>Board member</b> Associazione LaCaricadelle101, Milan, IT
2021-06 - 2024-09	<b>Lecturer</b> MET Lab Startup & Entrepreneurship