



# Agatino Condorelli

Sales Strategist | B2B SaaS | Revenue Enablement | No-Code & AI

Nationality: **Italian**

Languages: Italian **Native**   English **Fluent (C2)**   Spanish **Intermediate**

Location: **Cork, Ireland**   Work eligibility: **EU Countries, UK**

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[!\[\]\(003082e50e3009141f59bd5df831749f\_img.jpg\) Agatino Condorelli's profile](#)

[My Personal Website](#)

## Summary

Multilingual Account Strategist and B2B Sales professional with 5+ years of experience driving revenue growth across SaaS, fintech, and digital commerce. I've worked with brands like PayPal, Amazon Business, and RealAdvisor, consistently exceeding targets through data-driven sales, pipeline optimization, and consultative client engagement. At PayPal, I achieved 300%+ of target performance for over a year, while supporting EMEA teams with technical integrations, ROI analysis, and value-based selling. I currently support Amazon Business via InfoAnalytica, advising procurement and leadership teams on digital transformation and smart account consolidation across private (COM) and public sectors (GOV/PUB/NP/HC) targeting accounts ranging from the mid-market to the Enterprise.

I am most passionate about building strong long-term view relationships with clients, winning new Enterprise logos and building strategic foundations from the ground up. Entrepreneurial by nature, I'm also building B2bee, an AI-powered sales intelligence platform focused on improving sales performance by matching Product intelligence with a target intelligence in order to start a real time sales-chat environment for users..

I'm known for clear communication, strong analytical thinking, and building trust quickly in fast-changing environments.

- **Sales Strategy & Revenue Growth:** B2B SaaS Sales · Business Development · Consultative & Value-Based Selling · Account & Territory Strategy · Pipeline, Funnel & Conversion Optimization · Forecasting · Deal Management & Negotiation · Cross-Sell, Upsell & Expansion Strategy · Go-To-Market Execution.
- **Growth, Analytics & Performance:** Revenue & Sales Performance Analysis · KPI Definition & Tracking · Customer Engagement & Lifecycle Metrics · ROI Measurement · Data-Driven Decision Making · Market & Trend Analysis · Campaign Performance Evaluation.
- **Sales Technology, Automation & No-Code:** CRM & Sales Stack Optimization (Salesforce, HubSpot) · Sales Engagement Platforms (Outreach, FrontSpin, Five9) · No-Code / Low-Code Automation (Zapier, n8n, Airtable, Bubble) · Workflow & Process Automation · Data Structuring & Integrations (Supabase) · Advanced Excel & Spreadsheet Modeling · HTML / CSS · Python (basic).
- **Marketing & Demand Generation:** Digital Campaign Support & Optimization · SEO / SEM Fundamentals · Google Ads & GA4 Analysis · Lead Qualification · Funnel Alignment · Sales-Marketing Collaboration.
- **Leadership, Operations & Enablement:** Team Mentorship & Performance Coaching · Sales Enablement & Playbook Development · SOP Design & Process Documentation · Project & Stakeholder Management · Cross-Functional Collaboration · Performance Monitoring · Continuous Improvement.

## Education

- **Diploma in Modern Project Management**, Professional Academy of University Lecture | Jan 2025

*Project planning & scheduling, risk management, budgeting & cost control, stakeholder engagement, Agile & Waterfall delivery.*

- **Fundamentals of Digital Marketing**, Google Digital Academy | Jan 2025

*SEO / SEM, content & social-media marketing, Google Analytics, e-commerce advertising.*

- **Mini-MBA**, International Business Management Institute (GER) | Dec 2024

*International business, leadership, HR, marketing, finance, and strategic operations.*

- **Diploma in Hospitality & Tourism Management**, Advance Learning Academy (UK) | May 2021

- **Adobe Creative Suite Certification**, Photoshop · Illustrator · InDesign · Flash · Dreamweaver | Jun 2010

- **WSET Level 2 Wine & Spirits**, Bibendum Wine | Jan 2016 (UK)

- **Diploma Maturity of Applied Arts & Gold Industry**, ISAG | Jul 2008 (IT)

## Experience

**BDR/Account Strategist at InfoAnalytica/Amazon Business** | Cork, Ireland | Mar 2025 – Present.

- Dual role as Account strategist for Growth, Depth and Strat campaigns, SDR for B2G verticals.
- Advising senior procurement leaders on account consolidation, process optimization, and strategic purchasing across private (COM) and public sectors (GOV/PUB/NP/HC), to Mid and Enterprise-led prospects.
- Consistently deliver 200%+ of target since Apr 2025; awarded Top Performer EMEA in Sep. 2025.
- Drove +9% spend growth among COM clients and onboarded 67 public entities between Q2 to Q3 2025.
- Use Salesforce CRM, data segmentation, and outbound outreach to improve conversion rate.
- Leverage insights from my SaaS project B2bee, crafting persuasive scripts and strengthen objection-handling strategies and training material.

**Freelancer Account Executive at RealAdvisor** | Remote, Ireland | Sep 2024 – Feb 2025.

- Managed SaaS sales for property valuation and real estate intelligence tools within the Italian market.
- Achieved 7 new client acquisitions, generating approximately €50K in new revenue within just four months.
- Drove pipeline growth throughout new client acquisition mapping, outreach, holding demo call, negotiating and closing deals by sealing contracts and payments (whole sales life cycle).
- Conducted market research and pricing analysis across the team performances and most manifested trends, to refine go-to-market positioning and boost conversion efficiency.

**Business Development Representative at ResultCX/PayPal** | Cork, Ireland | Mar 2022 – Feb 2025.

- Led B2B acquisition and retention campaigns for PayPal's SMB division across Italian and UK markets, consistently exceeding targets by over 300% while maintaining top tier compliance standards.
- Applied a consultative, data driven approach, identifying pain points and implementing checkout and payment integrations that enhanced ROI and conversion rates.
- Managed a diverse SME portfolio, coordinating with founders, finance leads, and IT teams to ensure seamless KYC/KYB, AML compliance, and plugin deployment across 12 e-commerce platforms (SCP).
- Served as Campaign Mentor & Quality Ambassador, achieving the highest CSAT scores and leading workflow and outreach optimizations that boosted team performance by around 30% in 2024.
- Concluded tenure after internal promotion to Inside Sales Agent, preceding PayPal's late-2024 restructuring.

### Hospitality & Operations Management Roles

- Yoooserv: Front of House Manager - 2021.
- Grappelli Cobham: New Opening Project Manager - 2021.
- Ivy Collection: Beverage Operations Manager South West UK (13 sites) - 2020.
- Brooklands Hotel: Bar Manager to F&B Manager - 2017 to 2019.
- Royal Caribbean Cruises: Assistant Beverage Operation Manager (23 bars) - 2017.
- Harbour Hotels Bar Manager at Long Bar Guildford - 2016.
- Brooklands Hotel: Bartender to Assistant Bar Manager - 2013 to 2016.

Led hospitality operations for multi-site luxury venues with teams of 40–200+.

Oversaw budgeting, P&L forecasting, and vendor management while exceeding service KPIs.

Project management of new opening of multiple venues from concept to launch, managing budgeting, designing workflows, SOPs, and training programs.

Strengthened leadership, customer engagement, and operational excellence foundations later applied to SaaS sales and client strategy.