

Gabriele Sedda

Senior Sales Executive / International Markets

Italy / Remote

+39 340 56 68 691 (IT)

+34 684 064 922 (ES)

seddagabriele@gmail.com

gabrielesedda.com

gabriele-sedda-clickio

Summary

Senior Sales Executive with a solid track record in the AdTech and SaaS industry. Proven experience in managing complex sales cycles, from negotiating fixed-fee SaaS contracts (CMP) with large publishing groups to closing revenue-share partnerships with mid-tier developers. I combine a hands-on, consultative sales approach with a strong aptitude for sales automation tools to consistently exceed targets and manage a high-volume pipeline.

Core Competencies

Sales Mastery	Full Cycle Sales (Prospect to Close), Strategic Account Management
Hunter Skills	Strategic Prospecting, Territory Management, GTM Strategy
Tech & Ops	Sales Automation (AI/Sequencing), Revenue Operations, CRM Hygiene
Soft Skills	Empathy-Driven Negotiation, Cross-Cultural Agility, Leadership & Mentoring, Process Optimization, Commercial Resilience

Professional Experience

- 01/2026–Present **Sales Lead - International Markets, CLICKIO, Remote**
Promoted to spearhead global expansion strategies, focusing on opening new territories and managing Key Strategic Accounts.
- **New Market Entry:** Leading the go-to-market strategy for untapped international regions, acting as the primary "Hunter" for new business development.
 - **Strategic Sales:** Personally managing end-to-end sales cycles for Enterprise Publishers and Tier-1 partners globally.
 - **Oversight:** Supervising the Spain & Latam unit to ensure continued performance alignment.
- 10/2021–01/2026 **Regional Sales Lead (Southern Europe & LATAM), CLICKIO, Remote**
Oversaw commercial strategy and sales operations for the Southern Europe and Latam cluster.
- **Portfolio Growth:** Scaled the total managed portfolio value by **+73%**, achieving a record annual revenue in 2025 (**+41% YoY**).
 - **Latam Expansion:** Drove a **+122% revenue increase** in the Latam market over 4 years, establishing it as the top-performing region.
 - **Spain Turnaround:** Successfully re-accelerated the Spanish market in 2025, achieving **+30% YoY growth**.
 - **Team Leadership:** Mentored junior sales executives to drive territory performance and target achievement.

- 04/2019–10/2021 **Sales Executive (Southern Europe), CLICKIO**, Remote
 Joined as an Individual Contributor to develop the Southern European market.
 - **Market Scaling:** Scaled revenue for Spain by **+68%** during the 2020 pandemic year through aggressive self-sourced prospecting.
 - **Hybrid Selling:** Successfully managed a dual sales motion: selling SaaS CMP (fixed fees) and Programmatic Monetization (rev-share).
- 06/2017–04/2019 **Strategic Partnership Executive, MARFEEL**, Barcelona, Spain
 Mobile Tech Platform. Fast-paced, high-growth environment.
 - **Rapid Progression:** Promoted **twice in less than 2 years** due to consistency in achieving target quotas.
 - **Workflow Optimization:** Took ownership of an underutilized internal automation tool (leveraging Outreach logic) to solve personal prospecting bottlenecks. The initiative increased my conversation rates by 120% and was adopted by the team.
 - **Strategic Prospecting:** Built a robust pipeline entirely through outbound efforts, researching key decision-makers and personalizing outreach at scale.
- 01/2016–05/2017 **Sales & Marketing Executive, HIBOX (SaaS)**, Barcelona, Spain
 B2B Collaboration Platform (SaaS).
 - **SaaS Sales Motion:** Managed high-velocity inbound and outbound cycles for a B2B SaaS product.
 - **Product Expertise:** Conducted tailored product demos focused on solving specific workflow pain points for diverse business verticals (HR, Ops, Marketing).

Entrepreneurial Experience

- 2015 **Co-Founder, InnovAction Lab / Memio**, Rome, Italy
 Awarded 1st Prize in Europe's major startup competition (2015).
 - Co-founded "Memio" (IoT Device). Managed business modeling and pitched to top-tier investors (Google Ventures). Demonstrates deep business acumen and founder mentality.

Technical Skills

Sales Stack	Salesforce, Outreach.io, Pipedrive, Sales Navigator
Data & Analytics	Tableau, Excel (Advanced Reporting), Google Analytics
Productivity	Notion, Slack, Zoom, Marketing Automation Tools

Education

- 2013 **Degree in Economics, La Sapienza University**, Rome

Languages

Italian	Native
Spanish	Bilingual
English	Proficient