



ROBIN DAINA

Nationality Dutch

SUMMARY

Highly motivated and commercially driven professional with over 20 years of experience in sales, marketing, business management in both blue chip multinationals and as InsureTech and Online Automotive entrepreneur. MBA from INSEAD.

PROFESSIONAL EXPERIENCE

- 2017 – Now **Carplanner.com** – Car Subscription Marketplace (CaaS) **Rome, Italy**
Co-Founder & CEO
- Founded and grew the company to become no. 2 automotive lead generation business in Italy
 - Is spearheading the development of sister business, car subscription marketplace
- 2011 – 2017 **ComparaMeglio.it** – Italian Online Insurance Comparison Site **Rome, Italy**
Co-Founder & CEO
- Founded and grew the company to become top 3 player (out of 6) on the Italian market
 - Developed several InsureTech platforms for the creation, issuance & distribution of insurance products online, through retail banks, and through traditional insurance distributors (brokers & agents)
- 2009 – 2011 **AIG Life** – Global Life Insurance Company **London, UK**
Vice President Global Head of Online Insurance Comparison Strategy
- Identified & implemented the acquisition of online insurance comparison sites in France and India.
 - Sourced affinity distribution strategies with companies such as: Tesco, Orange, Vodafone, Moneygram
- 2007 – 2008 **First Europa** – Pan-European Online Insurance Comparison Site **London, UK**
Head of Business Development Europe & Country Manager Netherlands
- Sourced & negotiated strategic partnerships: NewsCorporation in the UK, General Motors in 16 countries
 - Expanded the number of Dutch insurance suppliers from 2 to 20 in eight months
- 2008 – 2009 **Forrester Research** – Technology Research and Consulting Multinational **London, UK**
Sales Director UK & Nordics
- Led a team of 6 sales professionals selling to executives of top 10 banks, insurers, retailers
 - Successfully completed the integration for UK & Nordics of Jupiter Ltd, acquired by Forrester in 2009
- 2004 – 2005 **Country Manager Italy** **Amsterdam, Netherlands**
- Led a team of 8 professionals in the areas of: sales, client service, marketing, PR and consulting
 - Outperformed revenue targets for both 2004 and 2005. Italy was the top performing EU country for both years
- 2001 - 2003 **Event Sales Manager Europe**
- Overhauled Forrester's Events business unit turning it from a loss generating BU into a profitable one
 - Generated over 140% of 2003's revenue target, contributing significantly to Forrester's overall profitability
- 1999 – 2001 **NCR** – Global Manufacturer of ATMs, POS, and Teradata technology **Amsterdam, Netherlands**
Marketing Manager Europe
- Designed and implemented marketing programs for the Retail Services BU across Europe
 - Set up and indirect (reseller) channel to deliver services for the Retail Services BU across Europe
- 1998 **SUN Microsystems** – World leading software/hardware manufacturer. **Amsterdam, Netherlands**
Sales Representative
- Sold IT solutions to the top 100 Italian companies (Fiat, Telecom Italia, Alitalia, etc.)
 - Achieved over 130% of sales targets

EDUCATION

- 2006 **INSEAD**, Full-Time MBA Program (Class of December 2006) **Singapore, France**
- 1994 – 1998 **University of Rome**, Business & Economics **Rome, Italy**
Graduated at age 23 after 4 years of study (5% of Italian graduates achieves this result)
- 1997 **University of Amsterdam**, Erasmus Exchange Program **Amsterdam, Netherlands**
Majors in Marketing, International Business & Strategy.

LANGUAGES Dutch, Italian, English.

PERSONAL INTERESTS

My Family. Sailing: certified skipper for sailing boats above 14 meters. Sports: skiing, swimming, scuba diving.