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MAIN SOCIAL PROFILE: www.linkedin.com/in/massimobazzo

I have directed many marketing communications, sales and business development offices, supporting investments and management processes, sales objectives, innovation, online and offline planning.

My experience, born in advertising agencies, has grown in roles focused on strategic and operational development, brand enhancement, national and international projects, in production sectors. Solid experience in business communication, offline and online, qualification and realization of every tool and content necessary for promotion, from the creative concept to the realization. «I managed the B & S project of *STARTIT SRL* - an ICT company based in Prato equipped with AI, GPS, IoT tools - for the brand spreading and knowledge of services and products, the identification of new markets and their features, creation and management of the commercial pipeline, from data research and first contact to personal offers, CRM management, contracts, including all communication, promotion and after-sales assistance activities».

MAIN PROFESSIONAL ACTIVITY

SALES, MARKETING COMMUNICATIONS & BUSINESS DEVELOPMENT MANAGEMENT

BVC is my small professional services consultancy that has been involved in large projects: GEOX, ACI, XEROX and more. As an internal manager for companies of different size and organization, I have created many development plans, leads generation and marketing, internal and external communication, web and social, with responsibility for the sales, budgets, supplies, resources and sales network. The brand CosaWeb was recently dedicated to the digital market.

Main Skills: Management, Sales, Marketing, Web/Social and eMail Marketing, SEO, SSM, int/ext Communication, Business Development, Performance Analysis, CRM strategy, Processes innovation and Training (marketing, sales techniques and metrics, negotiation) [cosaweb.it]

MORE PROFESSIONAL ACTIVITY

2018 PR SALES & MARKETING MANAGER EU

UHI Limited, Limassol, Cyprus

United Hospitality Institute is a professional luxury hospitality services institution, faculty member of the *American Hotel & Lodging Association* (AHLA), established in 2017 by Columbia Shipmanagement - an international organisation world-class ship management and maritime services providers, with a global presence of more than 20 management and representative offices, crew agencies and training centres worldwide and 15.000 employees. UHI asked for a market development project in 7 European Countries, organizing all marketing managers and sales agencies and encouraging sales through local initiatives and web and social promotion campaigns. [uhinstitute.com]

2017-2011 BUSINESS DEVELOPMENT PROFESSIONAL SERVICES ITALY

Xerox Corporation - Xerox Italia SpA

BD Country Management for consultancy in Business Development, Sales, Marketing, Professional Training. From 2015 national customers exclusive consultant Xerox Italy SpA for the American partner InfoTrends Incorporated. The first Italian Xerox success-case was realized for a mass retailer printing industry, with an increase in production volume of almost 40% in 7 months. [xerox.com]

2017-2016 CHIEF MARKETING & COMMUNICATION OFFICER

System Graphic, Rome

Marketing and Communication Office Direction, Planning, Sales and Public Tenders, Web and Social Marketing, intern training program, market development, lead generation and CRM. Key Account: Alitalia, Lufthansa, Enel, Eni, Istat. Winner of the tender procedure for the FAO intern printing unit in Rome, with a 2-year contract, worth 2 million euros per year. [sysgraph.com]

2015 SALES & BUSINESS DEVELOPMENT MANAGER

Eos Clinical Equipment, Padua

Selection, creation and management of a new domestic salesforce for developing veterinarian market. Responsible for the budget, goals, marketing and development of the products catalog and lead generation management. In the first six months of the project, the new network reached a target of almost +30%. [eosbio.com]

2014 AVANCED TRAINING SENIOR ADVISOR**T2i - Special Innovation Company of
the Chamber Of Commerce**

Professional output, learning content and tools of Project Work. Training in sales, marketing, web & social media, verbal and non-verbal persuasive communication, negotiation; training of salespeople, value proposition tools, sales techniques. [t2i.it]

2013 CHIEF MARKETING COMMUNICATIONS OFFICER**Gruppo Green Power SpA**

Marketing strategy and Sales Operations management, web & social, planning, budgeting, Team management. Online and offline Communication, product and corporate. Growth: in about 2 years the salesforce has grown from 40 to 200 people and the revenue from 10 to € 35M. [gruppogreenpower.com]

2011-2008 MARKETING & COMMUNICATION DIRECTOR**Europrint, Imoco Group, Italy**

Marketing Direction, Planning, Int/Ext Corporate Communication, Customers Services management. CRM, Sales support, Products development, Web Marketing. FSC Certification, Corporate training management,. [imocogroup.it]

2008-2007 WEB MANAGER MANAGING DIRECTOR**Donadini Advertising**

Web Unit Direction, CRM, Resources & Budget, Customers & Suppliers; Key account management, Planning and Control, Sales, in+out Communication.

2007-2001 MARKETING, SALES, COMMUNICATION, DESIGN & VISUAL**BVC MarCom, Treviso**

Foundation & Direction Consultancy. Services included the management of suppliers, all creative processes, art direction and shooting. Main customers: Geox SpA, Zafferano Glass and Lighting, Biennale of Venice, General Membrane SpA, Fastback MotoGP Sport Marketing, Automobile Club d'Italia, Arredissima SpA, Davidoff Italy.

2000-1999 SENIOR DESIGNER MANAGING DIRECTOR**Mazware web agency, London
UK**

Management of the BTL Unit; support web and multimedia tasks.

PROJECTS AND TECHNICAL DIRECTOR**Serel Building, Padua, Italy**

Planning, Customers/Contracts, Projects, Building sites and Resources.

ASSISTANT AT ARCHITECTURE & DESIGN DEPARTMENT**Museum of Modern Art of New York,
USA**

Department Director Terry Reley, Main Curator Peter Reed.

EDUCATION AND MAIN COURSES

LUISS Business School, Executive Master In Marketing & Sales, Rome, IT.

IUAV, University Institute Of Architecture Of Venice, IT.

Museum of Modern Art of New York, Sociology of Art, NYC, USA.

Antonio Canova Liceo Classico High School, Treviso, IT

Mergers and Aquisition, Paul Reilly, New Direction Partners USA.

B2C eCommerce, critical success factors and business models, School of Management University of Milan.

Business Development for Professional Services, Xerox Corporation, Berlin, Germany.

Sales Force training; processes and trade assessment, CiTiO Pro Training, Treviso, Italy.

Professionals Brand Interfirm, Treviso Industrial Association and University of Milan.

MAIN DIGITAL SKILLS

Fluent in: MSOffice; Adobe CS (Photoshop, Illustrator, Acrobat, InDesign), CorelDraw, QuarkXPress; 2D AutoCAD, main audio/video editing tools, Internet/eMailing tools, eCommerce, website/domains, Gsuite, analytics, eMail marketing tools, CRM, CMS, Hubspot, WordPress; basic HTML, XML, Salesforce, Projects, Dynamics CRM.

LINGUE

ITALIAN: native

ENGLISH: fluent (full pro)

FRENCH: 5 years school (mid pro)