

CURRENT ADDRESS: via G. Marini 5, 31100 Treviso, Italy**EMAIL:** comunica@bvc.tv.it**MAIN SOCIAL PROFILE:** www.linkedin.com/in/massimobazzo**MOBILE:** +39 348 568 4354**WEB:** bvc.tv.it, ode.mobi

I led and organized several marketing communications offices, external and internal communications, sales and development, investment and decision-making support, sales objectives, innovation, programming, online and offline. My experience, born in an advertising agency, has matured in both strategic and operational development roles, in national and international projects and sectors.

MAIN PROFESSIONAL ACTIVITY**2026-2023 WEB E SOCIAL MEDIA MARKETING, COMMUNICATION, BUSINESS DEVELOPMENT****ODE Multichannel**

Over the past three years I have collaborated on the design and growth of ODE Multichannel, an ecosystem of web portals and people for the enhancement of online and offline corporate communication services, aimed at heterogeneous sectors, generating thousands of active users for over 1.3 million views.. [www.ode.mobi]

2022 BUSINESS & SALES DEVELOPMENT**StartIT, Prato**

I managed the business & sales development project of StartIT - an internationalized ICT company with AI, GPS, IoT tools - for the brand promotion and knowledge of the services and products offered, with identification of new markets and their features, creation and management of the commercial pipeline, from data research and first contact to the customization of the offer, CRM management, contractualization, including all communication, promotion and after-sales service operations. [startit.it]

2021-2019 ONLINE/OFFLINE MARKETING, COMMUNICATIONS, AND SALES PROJECTS**Collaborations and Consulting**

Many collaboration projects. Among the most significant: *Hdemo Network*, Treviso, Marketing and Strategic Development Consulting, Planning and Management, CRM, Communications, Web Marketing; *Leone-Fell Associate Law Firm*, Palermo, Marketing and Communications, Social and Web Communications, External Agency Management, Advertising Campaigns, Corporate Image and Services; *CosaWeb*, www.cosaweb.it, Strategic Planning Consulting, Development, Communications, and Digital Training; *EHW Italy*, Vicenza, Business and Sales Development Project for pelletizing plants, identifying new market opportunities and partnerships in France, managing prospecting and leads generation, CRM, digital profiles, and trade shows.

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]

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]

2015-2014 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]

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**Euoprint, 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 digital, London
UK**

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

EDUCATION AND MAIN COURSES

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

IUAV, University Institute Of Architecture Of Venice, IT.

Antonio Canova Liceo Classico classics 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, CRM, CMS, Hubspot, WordPress; basic HTML, XML, Salesforce, Projects, Primavera, Dynamics CRM.

LINGUE

ITALIAN: native

ENGLISH: fluent (full pro)

FRENCH: 5 years school (mid pro)