

Massimo Franceschetto

Personal Data

Date of Birth: September 7, 1955

Place of Birth: Bologna, Italy

Married with 2 children

Home Address: Bologna, Italy

Cell

E-mail:

Academic Experience

1974: Baccalaureate from Aldini-Valeriani, Bologna.

Score on Maturità (comprehensive final examination): 60/60 (perfect).

1975: Course of study in Business and Economics at the University of Bologna

1976: Artillery Academy of Bracciano (Italian Equivalent of OCS): Class rank: 2/aprox. 500

1977-1990: Personal study in conjunction with Italian Management Schools in: Company Strategy,

Marketing, Company Organization, Sales, and Budget Control Tactics

1973: Course of study of the English language completed at Johns Hopkins University, Bologna

1993-4: Further courses in English taken at Johns Hopkins University, Bologna

1994: Intensive English courses taken at Pine Manor College, Boston.

1995-7: Extensive travel for personal enrichment in the United States, England and Scotland (some

English courses taken therein)

Baccalaureate proficiency in French.

Curriculum Vitae: Massimo Franceschetto

Synthesis of Professional Experience:

After mandatory military service and my severe illness interrupted my studies at the University of Bologna, the Bertelsmann International Group employed me. Once there varied internal courses provided me with the strong base for future business experience in national and international companies, which culminated in my founding partnership of SINGEA consulting firm, 20 years ago. Clients included national and international customers in different economic spheres. Our role included mergers and acquisitions, the reorganization of business areas, financial planning, marketing and sales.

The activity has grown in various types of business in Italy and abroad with a focus on strategic issues, with a strong attention to the problems of marketing / commercial and the subsequent implications at the organizational level. The implementation of the projects processed by us has always been the main feature of our interventions. Significant experience in REAL ESTATE Area as property manager and senior advisor on behalf of national and international investors.

The advice to its obvious characteristics, has led me to work interventions extremely differentiated and in completely different sectors, which have created new divisions, partial or total restructuring of other such acquisition or disposal of company branches; I worked with groups of national and international significance with Ambrosetti Consulting and McKinsey.

In recent years I have developed relationships with Italian banks and otherwise, and I have dealt with the promotion of Italian investments in the coverage of these institutions territories.

I have worked in collaboration with commercial banks (3i Europe) and investment funds with which we build M & A in different sectors.

I have worked with banks: Edmond de Rothschild, Primorska Banka Rijeka, CIM Bank Lugano, Julius Baer Italy and Switzerland, ABN AMRO Luxembourg, Vontobel Milan.

Today CEO of EconoMyFirst, a Strategic Consulting Firm.

List of Significant Companies/Clients with Services Received

Omega Financial Management London/FOUNDER/Partner

Omega Financial Holding London/FOUNDER/Partner

Agorà Finance Luxemburg/FOUNDER/Partner

Bruno Magli, Bologna, (*Worldwide leader of high fashion shoes production*).

Duration of Services: 1 year

Number of Consultants: 3 (2 senior, 1 junior)

Services Rendered:

Redefinition of company strategy, Individualization of inefficient areas in Italy and abroad, Implementation of a budget to coordinate varied business areas, change of product image to better appeal to the consumer, New add campaign targeted toward wider consumer base.

Cumulative Results of Services Rendered:

After our intervention Magli went from a net yearly loss of 1.5 million dollars to a 3 million-dollar net profit.

Associazione Industriale Tessile-Abbigliamento di Carpi, (*Textile/Clothing Association of Carpi,*

An association is composed 2000 companies)

Duration of Services: 8 months

Number of Consultants: 2 (1 senior, 1 junior)

Services Rendered:

Definition of an approach to better reach foreign markets and to sensitize AITAC's business therein.

Cumulative Results of Services Rendered:

Formation of a front to unify product styles of various companies to promote collaboration within AITAC in Asian and European markets, that resulted in the increased sales and increased profit.

Lem Carni, (*sole Italian Importer of Angus Beef from Scotland with an average yearly turnover of 75 million dollars*)

Duration of Services: 3 years

Number of Consultants: 3 (1 senior, 2 junior)

Services Rendered:

Redefinition of company strategy, Start up of three new business areas: *Meat Discount Stores, Door to Door Fresh Product Delivery, and Restaurant Services Department, New Add Campaign..*

Results of Services Rendered:

Turn over doubled in three years.

Ulrich (*a natural pharmaceutical company with interests in South America and Italy*)

Duration of Services: 18 months

Number of Consultants: 1

Services Rendered:

Turn around of the natural food and drug business area, new lines of products introduced, new logo, new salesmen.

Results of Services Rendered:

Turnover doubled in 18 months, net profit 10%.

F&B Trading (*sole Italian distributor for K.J.Suchard Schokolade*)

The company was founded in 1994 through contacts with *Kraft Jacobs Suchard*, Austria, to distribute confectionery products in Italy. My role as Chief Executive Officer, and founding partner was to supervise and run the company in Italy.

Services Rendered:

Establishment of the company in Italy including:

- Home office in Bologna
- A 40 person sales force
- Distribution of products in the Italian Market
- Entrance into the Italian supermarket sector. (Coop Italia, Esselunga, la Standa, etc.)
- Advertising campaign

Results of Services Rendered:

Due to our services Kraft Jacobs Suchard gained success in the Italian Market where it currently enjoys a comfortable place and continued profits.

SINGEA Consulting Firm, *CEO*, 1988-1994

As founding partner and Chief Executive Officer, I supervised 5 senior and 10 junior consultants on a domestic and international level. Executive Consulting, Executive Search, and Internal Vocational Training Services comprised SINGEA's business areas.

Clients included: **Armani Group** (High Fashion Production); **SCM** (International Production/Distribution of Wood Working Machines); **Menarini Bus** (Urban Transit Production); **Tonno Nostromo** (Tuna production/distribution); **Pasta Corticella** (Pasta Production Coop Italia); **Govoni Impianti** (Industrial Machinery).

Gruppo Armani, SIMINT/Calzificio Europeo Spa *Sales Marketing Manager*, 1986-1987

My role here included the Restructuring of Marketing and Sales.

Panigal Spa *Trade Marketing Manager, 1982-1985.*

The company was the Italian Market Leader of Grocery and Food production and sales with an average yearly turnover 400 Billion Lire (aprox. 350 million dollars). My role as Trade Marketing Manager included the supervision of the company's most important clients that represented 70 percent of Panigal's yearly turnover.

Achieved Results:

Implementation of new distributive policies which led to the increase of turnover of main clients 100 percent in four years.

Monti Monti Spa, Furnishing Fabrics, *Sales Manager, 1980-1981.*

My activities here included supervision of the Italian sales market.

Achieved Results:

Turnover doubled during my tenure of office.

Euroclub Italia Spa. International Bertelsmann Group, *Area Manager 1976-1979.*

Supervision of a sales force North Italy and responsibility for the region's sales comprised my role as Area Manager. After two years of managerial employment as area manager, my district became the leader in Italian sales and ranked highly on a European level.