

MASSIMO FIORIN

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Route de Romairon 28, 1423 Villars-Burquin

Born May 5th, 1983
Italian and Swiss
Married, 4 kids



Experienced and commercially minded leader with demonstrated business development, data analysis, and communication skills.

KEY COMPETENCIES

- ▶ Build lasting partnerships and deliver customer benefits
- ▶ Present convincingly to any audience in 4 languages
- ▶ Identify and develop business opportunities
- ▶ Work effectively with cross-functional teams
- ▶ Ask the right questions and analyze complex data to distil new insights
- ▶ Manage complex projects and consistently deliver on time in full
- ▶ Drive business transformation in processes, people, and tools
- ▶ Manage high-performing teams and champion a collaborative coaching culture
- ▶ Develop and deploy integrated marketing campaigns

WORK EXPERIENCE AND MAIN ACHIEVEMENTS

Dec 2017 -

Director Business Park at swiss aeropole SA, Payerne

Accelerated the development of the swiss aeropole Business and Technology Park, with more than 25 companies joining. Developed the company's network and customer pipeline. Ensured sustainable financing through subsidies and additional revenues. Cooperated closely with regional and cantonal authorities.

May 2016 - Mar 2017

Senior Planning Manager at British American Tobacco Switzerland S.A., Lausanne.

Managed the company's information platforms and data analytics. Generated and presented insights on performance drivers to inform investment decisions. Orchestrated the business review cycle and the creation of marketing plans. Monitored the competitive landscape.

Oct 2014 - Apr 2016

Senior Brand Manager at BAT Switzerland.

Led a team of 10 brand marketers. Developed and deployed a portfolio, brand and product strategy for a wide range of brands representing up to 90% of the company's sales. Evangelized products internally and externally. Enforced detailed performance analysis.

Apr 2014 – Sep 2014	<i>Brand Manager Parisienne at BAT Switzerland.</i> Reviewed the brand's value proposition. Leveraged research and consumer feedback. Brought integrated marketing campaigns to life. Acted as the face and voice of BAT's flagship brand.
Apr 2012 – Mar 2014	<i>Senior Key Account Manager at BAT Switzerland.</i> Developed and implemented business plans to generate growth with customers. Led negotiations over partnership deals. Ran workshops to define BAT's investment strategy.
May 2010 – Mar 2012	<i>Key Account Manager at BAT Switzerland.</i> Generated new insights to identify solutions, optimize investments, deliver savings and maximize customer benefits. Developed strong relationships and implemented marketing activities that drove volume and share growth.
Jun 2009 – Apr 2010	<i>Finance Accountant at BAT Switzerland.</i>
Oct 2007 – May 2009	<i>Management Trainee in Finance at BAT Switzerland.</i>
Oct 2006 – Sep 2007	<i>Part-time assistant, Career Service of the Graduate Institute of International Studies, Geneva.</i>
Jan – May 2005	<i>Internship at the European Investment Bank in Luxembourg.</i>
Jul – Aug 2004	<i>Internship at the Venice office of the World Health Organization.</i>

EDUCATION

Master's Degree 2005 – 2007	International Relations with specialization in International Economics, Graduate Institute of International Studies, Geneva.
Bachelor's Degree 2001 – 2004	Economics and Management, Free University of Bolzano, Italy. Grade: 110/110 cum laude. 2003: exchange program (3 months) at the California State Polytechnic University of Pomona, USA.
High school 1996 – 2001	Liceo Scientifico G. Berto, Mogliano V.to (TV), Italy. Final grade: 100/100. 1999 – 2000: exchange year in Hanover, Germany.

LANGUAGES

Italian	Native or bilingual proficiency
French	Native or bilingual proficiency
English	Full professional proficiency
German	Full professional proficiency
Spanish	Professional working proficiency

TRAININGS AND SEMINARS

Regular attendance at leadership and functional programs provided by British American Tobacco, including:

- Key Account Management, Selling, and Negotiation seminars
- Leadership Discovery Program for high potential managers
- Project Management based on the PRINCE2 methodology

Big Data / Data Science supplier workshop in July 2016.

IT SKILLS

Microsoft Office, SAP ERP and BusinessObjects BI, Tableau, Cognos, HFM, photo and video editing.

OTHER ACTIVITIES

In my spare time I enjoy playing tennis, running, sailing (Swiss Certificate of Competence for Ocean Yachting), reading, playing the piano.

I was a member of the Board of Trustees of BAT's pension fund.