

Marco Piraccini

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Professional Experiences:

2003 – Today **Magneti Marelli Powertrain (MM PWT)**
Sales & Product Planning

Bologna

MMPWT, part of FIAT Group, is the tier 1 supplier to automotive OEM manufacturers for components such as electronic management systems and robotized gearboxes, with a turnover of over 900 million €. I am in charge of Sales & Product Planning, responsible for the strategic planning process, the realization of technology and market scenarios, competitors monitoring, in the different areas of automotive components. We develop evolution plan for each product family evaluating our competitive positioning and proposing to top management strategic new product investments decision facts and figures based. We also regularly forecast short and long term outlook of our sales volumes and prices. Finally we manage intellectual properties assets, technology transfer and licensing programs. Professional and personal interest in biofuel evolution and perspectives, led me to become co-founder and vice-chairman of Italian Biofuel Technology Platform, an association of researcher and professionals which purpose is favor the evolution and diffusion of biofuels.

1994 - 2003 **Arthur Andersen**
Senior Manager

Milan and Bologna

Sale and leadership of CRM, Customer Satisfaction, Marketing, Quality, Organization projects, in many industries and different size firms. Information system strategic planning. Internet and intranet strategies development. Project management of international projects. Responsibility for the Customer Satisfaction Award, the most important communication program launched by Andersen. Creation and lead of csccommunity.com, the virtual community dedicated to all professionals involved in customer relationship management (marketing, sales, customer service). Implementation of training courses based on e-learning technology. Facilitation of change management programs. Market development realizing events and presentations, performing selling activities. Editor of the book "CRM: strategies and tools for customer satisfaction".

1989 - 1993 **ODI**
Senior consultant

Milan

Acquired skills in managing process improvement and problem solving teams. Relevant training experience in quality related subjects. Carried out customer satisfaction measurement and improvement projects, with the responsibility of leading the team and managing the customer relationships.

1987 - 1989 **PIMS Italy**
Consultant *Milan*

Macroeconomics and scenario analysis. Identification of critical success factors and reorganization of the value chain. Business plan development. Author of many articles featured in main economic newspapers, particularly in the area of value based management and perceived quality. Speaker in many events.

1986 - 1987 **The Strategic Planning Institute**
Consultant *London*

Specialization in strategic consultancy utilizing the PIMS (Profit Impact of Market Strategies) database in the evaluation of the business units competitive position and performance. Emphasis on diagnostical and analytical skills applied to business problems.

1983 - 1986 **IAMA**
Junior consultant *Milan*

Involved in consultancy projects with the principal insurance companies in the area of marketing information systems and definition of territorial selling targets. Accomplishment of new branches localization projects for the banking industry. Development of skills in the utilization of databases, mainframes, PCs, statistical languages, forecasting techniques.

Education: Classical Lyceum. Bocconi University of Milan, degree in Social and Economics Subjects in 1983. Dissertation in Operations Research, voted 106/110.

Personal: Born in Cesena in 1958.
Fluent in English.
Hobby: sailing, mountain biking