

# MASSIMILIANO MARIA PALAIA

No.25 Wuxing Rd., 200030 Shanghai, P.R. China – (+86) 18616548529 – [maxpalaia@gmail.com](mailto:maxpalaia@gmail.com)

Linkedin URL: [it.linkedin.com/in/massimilianopalaia](https://it.linkedin.com/in/massimilianopalaia)

## PROFESSIONAL SUMMARY

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Result driven manager demonstrating consistent and repeated achievement in competitive markets. Goal oriented, always looking for creative solution with a lateral thinking approach

Academic credentials include an International MBA in a top ranked business school (IE Business School, Spain) graduating within the top 10% students, and an MSc in Mechanical Engineering.

### **Core Competencies:**

*Entrepreneurial skills • Strategic market plans and actions • Business development • Key Account Management  
Complex Sales/Negotiations • Go-to-Market Planning • Customer Relationship • Team Leadership  
Cross cultural collaboration • Lean thinking • Operation management • Business plan*

## PROFESSIONAL EXPERIENCE

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### **CAPRARI S.p.A.**

**Modena, Italy**

#### **General Manager - Caprari Pumps Shanghai**

**Jan 2017 – (present)**

*Caprari is one of the international leading manufacturers of electric pumps and submersible motors for both civil and industrial applications worldwide. In China, our scope of supply includes also automation and controls relevant to pumps and motors installed.*

Called to manage the renewal of the Chinese factory, to renovate and boosting the sales in China and South East Asia Pacific. A complete reconstruction was necessary. The main goals have been:

- Company reorganization:
  - Change of the business model setting a different “go to market” strategy
  - Built a distribution network for domestic and export markets
  - Company restructure and re-design the production activities
- Turnover increase: From 1 ML € in 2016 to 4ML € in 2019 on the whole area.
- Reducing the people turnover in the company, increasing significantly the positive behaviors.

#### **Head of Business Development EPC and Industry**

**2015 – 2016**

After the results obtained in the previous role, promoted to be the head of the new business unit dedicated to the development of EPC and Industry markets worldwide leading a team of 6 people (3 Account Managers and 3 Product Specialists) as direct reports in Italy.

- Creation of the marketing materials
- Activation of new customers
- Opening channels in Oil/Gas market and Mining sector
- +46% on the turnover 2016 and +16,6% on the budget 2016.

#### **Head of International Estimations & Contracts dept. and Key Account Manager**

**2013 – 2015**

Promoted based on success reached as Project Manager and Area Manager to lead the reorganization and revitalization of the Public Bids, Orders and Contracts Department (leading a team of 10 people). As KAM continued to manage sales responsibility for Scandinavia, Baltic Republics, Iran, Switzerland and Bulgaria.

- Increased office productivity by 34% in 12 months by implementing proprietary methodology IT tool for to evaluate prioritization and customer satisfaction.
- Sales increase from € 2.8 m to € 3,5 m in the assigned countries.

#### **Export Area Manager and Senior Estimation eng.**

**2010 – 2012**

Promoted to Area Manager for Switzerland and Scandinavia to develop the strategy markets and clients:

- Increased turnover in Switzerland by 30% in two years (from € 1,7 M to € 2,2 M) through a new distributor and innovative strategic plan of action.

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- Designed and developed as Project Manager a new pump selection software with IT and R&D dept. that increased the internal productivity of the back office of 45%.

## Estimation and Proposal Engineer

2007 – 2010

Provided technical/commercial assistance to international business development area. Conducted studies of the public international tenders with the analysis of regulatory issues to present complex offers identifying solutions tailored to the entities/contractors, negotiating and closing contracts with them.

- Studied, negotiated and awarded many international public tenders (like Egyptian Army, Metro of Milan, Unicef for Nigeria, Jordan Water Authority, etc...) with profitability in line with company budget.
- Developed the PaT project (Pump as Turbine) with R&D department

## OTHER PROFESSIONAL EXPERIENCE

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### MARKETING CONSULTANT

Bologna, Italy

#### Freelance marketing consultant

*Creation and realization of marketing plans, advertisement campaign and communication both in B2B and B2C*

- Creation and production of the national advertisement for Shedirpharma solar cream "GoldermSun".
- Marketing and communication strategy for "313", a digital app for created for the Bologna municipality.
- TV ads for Calabria Region ("Voucher for high specialization") developing also the marketing concept.

### SCREENWRITER AND DIRECTOR

Roma/Bologna, Italy

#### Freelance writer and movie director

*Independent movie producer.* Wrote, directed and produced movies/videos and marketing campaign among which the most important are:

- Director of the documentary "Le Vie della Seta" sponsored by the Presidenza della Repubblica Italiana.
- Concept and production of music video-clip for Nitehwks (Italian rock band). The video-clip awarded the "Social Media award" in the national contest "Video Freccia 2016".
- "Il cadavere di vetro" ("The glass corpse") – medium-movie (50 min.) that participated in many international festivals and has been awarded as "Best movie" at Terni International Film Festival 2010.

## EDUCATION

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### IE BUSINESS SCHOOL

Madrid, Spain

*International Executive MBA (Final Grade: A-)*

March 2015

Included in the "IE Dean's list" that is listing the top 10% students.

### UNIVERSITY "LA SAPIENZA"

Rome, Italy

*Master Degree in Mechanical engineering (Robotic and Automation specialization)*

March 2006

## ADDITIONAL INFORMATION

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- City and date of birth:** Catanzaro (Italy), 13<sup>th</sup> August 1978
- Languages:** Italian (Native). English (Fluent). French (scholastic). Mandarin (Basic).
- IT Skills:** Microsoft Office, SAP, Adobe creative suite, Fortran, C, Pascal
- Other courses:** The Managing of Negotiations (Bologna, IT; 2012), Project Management (Modena, Italy, 2012 and 2014), The Corrosion and its Effects on Metals (Modena, Italy, 2014); The Business Plan (Modena, Italy, 2014-2015), Doing Business in China (Fudan University, Shanghai, September 2014)
- Other interests:** Cinema, photography, art, and literature

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