

Marco Maggi

MASTER'S DEGREE IN BUSINESS ADMINISTRATION
- INTERNATIONAL MANAGEMENT



Working History

RESEARCH FELLOW

Alma Mater Studiorum - University of Bologna Dec. 2020

<https://www.unibo.it/sitoweb/marco.maggi7/>

Developing strategic solutions to launch a new company providing deep-space navigation services for Small Satellite

PROJECT INTERN - CHALLENGE BASED INNOVATION

Almacube (Bologna) - CERN (Geneva) | Oct. 2019 - Mar. 2020

<https://www.cbi-course.com/programme/>

Addressing societal challenges inspired by the CERN and its experts, with the purpose of creating solutions that might contribute to accomplish the United Nations Sustainable Development Goals.

Specific Challenge: "Rethinking the way in which schools deliver food education by using AI and other innovative approaches"

ENELX CONSULTANT (UNIVERSITY PROJECT)

EnelX | Oct. 2019 - Nov. 2019

<https://www.enelx.com/it/it>

Two months project aimed at developing groundbreaking strategies to improve EnelX data collection. In addition, finding solutions for the monetization of those data was also requested.

SERVICE DESIGNER (DESIGN THINKING)

Fondazione Golinelli | Nov. 2018 - Apr. 2019

<http://bit.ly/2STrcov>

ICARO Project is designed to develop business solutions through Design Thinking methods. The challenge proposed by Consorzio Nazionale Servizi (CNS) was: "Developing innovative housing solutions for the elders of the future".



Education History

MSC IN BUSINESS ADMINISTRATION (INTERNATIONAL MANAGEMENT)

University of Bologna (Italy) | Sep. 2018 - Oct. 2020

<http://bit.ly/IMUnibo>

- EQF level 7 - Italian Grade: **110/110 cum laude**
- Taught in English
- Final Dissertation: "**Development, Value Creation and Business Strategies in Service-Intensive University Spin-Offs: The Case Study of a New Provider of Deep Space Navigation Services for SmallSats**" (Subject: BUSINESS PLAN)

Personal Profile

I base my life on **human values** and **love**. I like **Space** and **technological innovations**. Propensity to decision-making and responsibility tasks. Very **curious** and keen on looking for more **knowledge**.

Always ready to **learn**. Always ready to **improve**.

Contact Details

Bologna (Italy)

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Mobile No.: +39 3333 68 11 19

Notable Skills

- **Decision-maker** attitude to address critical situations.
- Habit to **Design Thinking** approach (starting from real Human needs to solve complex problems)
- **Entrepreneurial mind-set**: resilient, flexible, hard worker and empathic.

Job-Related Skills

- Corporate and University Venturing
- SEO and SEM skills
- **Marketing processes**: segmentation, positioning and pricing (SPSS IBM and SAS)
- **Companies' Valuation** and **Financial statements**
- **Risk Management** practices
- Knowledge of **Supply chain** and **Strategic Alliances**

Communication Skills



Mother tongue



- IELTS, B2 Certification: Score 6,0
- Current Level: C1

ERASMUS + (BACHELOR DEGREE)

Kristianstad University (Sweden) | Jan. 2017 - Jun. 2017
<https://www.hkr.se/en/>

Outstanding experience in the South of Sweden. Subjects covered:

- International Business and Multicultural enterprises
- Strategic Management
- Business Ethics
- Intercultural Business Communication

BACHELOR DEGREE IN BUSINESS ADMINISTRATION

University of Perugia (Italy) | Sep. 2014 - Sep. 2017
<https://www.unipg.it/en/>

Business Administration degree specialized in Management.

- EQF level 6 - Italian Grade: 100/110



Digital Education

FUNDAMENTALS OF DIGITAL MARKETING

Google (Italy) | Dec. 2018 - Jan. 2019
<http://bit.ly/2T8LxFt>

Google course concerning

- **SEO and SEM**
- **Social Media Marketing**
- **Google Analytics and Google Search Console**
- **Mobile Devices campaigns**

GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION

Google (Italy) | Dec. 2018 - Feb. 2019
<http://bit.ly/2E3cOzD>

Google course concerning:

- Google Analytics for Beginners
- Advanced Google Analytics



Scientific Research and Annexes

Scientific Research:

- **FINAL DISSERTATION MASTER'S DEGREE:** "*Development, Value Creation and Business Strategies in Service-Intensive University Spin-Offs: The Case Study of a New Provider of Deep Space Navigation Services for SmallSats*" (Aimed at developing competitive strategies for **Nautilus**, a new University of Bologna Spin-Off) - [Link](#)
- **FINAL DISSERTATION BACHELOR:** "*How the PSD2 EU directive, regarding digital payments, can affect the future concept of banks and the payment services market. Opportunities and threats to face in order to improve the customer experience*" - [Link](#)
- **SPORTS INDUSTRY (FOOTBALL):** "*How a conflict of laws might influence arbitrator's decisions in International Football Disputes*" - [Link](#)
- **CARBON TAX:** "*As A Result Of The Evolution Of The Environmental Trade-Related Gatt/Wto Jurisprudence, Can The Introduction Of A Carbon Tax Be Consistent With The Gatt/Wto Agreements?*" - [Link](#)

Annexes:

- Transcript of Records (Master's Degree)
- Transcript of Records (Bachelor Degree)
- Google Training: "Fundamentals of Digital Marketing" Certificate
- Google Analytics Individual Qualification
- IELTS Certificate
- Erasmus Certificate
- Graphic Projects 1
- Graphic Projects 2

Other Digital Skills

Statistics (Acquired during the Master's Degree):

- **SAS**
- **IBM SPSS**
- **R Statistics**

Other (self-taught):

- **Basic Python**
- **Adobe Illustrator and Photoshop**
- **Microsoft Office suite** (Word Processor, Spread Sheet, Presentation Software)
- **Windows interfaces**

Volunteering Activities

FOUNDER OF DIGITALI&UGUALI.IT (COVID19 CRISIS)

Feb. 2020

www.digitalieuguali.it

Online platform aimed at collecting donations of second-hand devices and granting them to underprivileged students to support distance education.