



Massimo Siena

Global Licensing presso HEAD

Milan, Metropolitan City of Milan, Italy

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Languages

English

French

About

Italian Senior Executive with over 25 years of international career in the Innovation, Strategy and Operation fields, started as Industrial Designer till the positions of Brand Manager, VP and Chief Operating Officer for large Corporations and Premium Brands in the Consumer Goods, Services and Education industries.

Key competences:

- Design Thinking management approach
- General Management experience
- Start-up & Strategic business development
- Operations and Organisation direction
- Partnerships and New Business development
- Licensing and Brand Extension direction
- Brand and Marketing management
- Product innovation & Creativity direction
- Web & Social Marketing expertise
- P&L and Financial management

"..I particularly enjoy to design new scenarios and to create connections among people so that things can happen.."

BRANDS WORKED WITH

C Quadra

FILA

HEAD

IED - Istituto Europeo di Design

Invicta Spa

MASSIMOSIENA Consultancy

SIGNO_Heinz Waibl

Valerio Cometti+V12 Design

Experience

● Global Licensing

HEAD | Sep 2020 -

Licensing & Brand Extension management for HEAD - PENN - SAN MARCO Brands at global level

- New Business and new Partners scouting
- New Agreements and Contracts definition and negotiation
- Global Partners Management
- Product development and marketing activities supervision



● Consultant

Valerio Cometti+V12 Design | Dec 2019 - Sep 2020

New Business development and Project Management in the Industrial and Visual Design fields



● Consultant

C Quadra | Jan 2019 - Sep 2020

New Business and Project Management support for Innovation, Corporate Strategies and Operations Management consulting, with a focus on the Company main activities in projects preparation and support to the access to national and European calls for funding opportunities

● Founder

MASSIMOSIENA Consultancy | Jun 2014 - Sep 2020

Business Development - Brand Management - Design Innovation

(2016/2018) "Licensing & Franchising Director" LEGGENDE ITALIANE www.leggendeitaliane.it

"The world's first 4.0 foodstore": international Food Design Retail Format created by Paolo Barichella, based on the Italian Lifestyle model.

- Retail new partnership scouting and management
- Franchising direction

- Licensing direction

(2014/2018) "Brand & Licensing Director" LUCIO COSTA www.luciocosta.it

Luxury Italian Fashion Brand founded by Lucio Costa in 1987 recently relaunched in partnership with Roberto Pelizzoni.

- Start-up strategic business planning definition
- Brand direction
- Operations direction

(2015) "New Business Director" Nanjing Milan Creative Design Centre Nanjing Municipality platform for promoting New Business Partnerships between Italy and Jiangsu Region.

- Web Platform design and implementation management
- New Business direction
- Strategic Partnership direction

Meno dettagli



● Group Chief Operating Officer

IED - Istituto Europeo di Design | Jan 2010 - May 2014

IED Istituto Europeo di Design: established in 1966 in Milan, it's actually the largest education European Company at University level in the Design, Fashion, Visual Arts and Communication areas with more than 10.000 students per year and 12 Campus in Italy, Spain, Brazil and China offering graduate and postgraduate courses internationally recognised and certificated.

- Organisation: responsibility of 12 International Seats with function of operation and strategic coordination
- New Business: management and responsibility of new partnership and new start-up operations
- Marketing: global strategy and International Partnership responsibility with Public Institutions and Industrial Partners
- Web Marketing: creation of CreativeContext.com Portal that collect a global Community of 1,5 millions of Designers
- Strategic Planning: definition, coordination and implementation of the 2011/2015 "Strategic 5 Years Plan".
- Accreditation: management and coordination of the official Italy and Spain Education Ministry Accreditation

Meno dettagli



● GLOBAL LICENSING DIRECTOR

FILA | Jan 2005 - Dec 2009

Responsibility:

- FILA Global Product and E.M.E.A Countries Licensees management.
- Contract renewal negotiations and legal/financial conditions terms definition.
- Marketing and product support, cooperation and approval responsibility.
- Contract terms follow-up and Royalties reporting and payments check and control.
- New Licensees research and development according to Brand diversification strategies.
- Product Licensees managed (Global): underwear, eyewear, watches, In-line Skate, Accessories.
- Countries Licensees managed (EMEA): Israel and South Africa.



Meno dettagli

● Accessories Business Unit Director

FILA | Apr 1997 - Dec 2009

- Worldwide head of Accessories Business Unit with P&L direct responsibility
 - Management of worldwide accessories Business Plan, marketing/communication strategies.
- COLLECTIONS: Bags, Hats, Socks, Textile Accessories
- Competitor and target consumer analysis.
 - Definition of margins and target prices/costs for various lines and collections.
 - Preparation of international briefing for creation of "Global Collection"
 - Sales monitoring with international sales and marketing department.
 - Definition and control of prototype design and developing seasonal budgets.
 - Briefing liaison with internal and external designers.
 - Coordination of all planning phases through to presentation of final lay-outs.
 - Supervision of internal (Hong Kong office) and external prototypes.
 - Product pricing control during planning, prototypes and samples
 - Development and launch of samples to suppliers.
 - Sample preparation progress analysis.
 - Definition of technical specifications

Meno dettagli

● PRODUCT MANAGER

Invicta Spa | Jan 1996 - Dec 1997

COLLECTIONS:

- OUTDOOR: Outdoor backpacks - Biking line - Travel bags - City bags - Free Time line.
- SCHOOL: School backpacks - Accessories.
- SNOW: Snowboard and ski gloves - ski bags and accessories.

DESIGN MANAGEMENT:

- Product briefing liaison between marketing and both internal and external designers.
- Coordination of all planning phases through to presentation of final lay-outs.

MANUFACTURING SET UP:

- Supervision of internal and external prototypes.
- Product pricing control during planning, prototypes and samples.
- Development and launch of collections to dealers in Italy and the Far East.
- Progress analysis for production of samples.

Meno dettagli

● Industrial Designer

SIGNO_Heinz Waibl | Jan 1990 - Dec 1991

Education & Training

1981 - 1985

- Istituto Europeo di Design
Industrial Design,

