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Enric Massó

*"Executive, consultant, advisor, intrapreneur
if it is interesting and challenging I am there!"*



What can I do for your company?

I have capabilities and experience from a managerial perspective in the areas of **BUSINESS AND MARKETING STRATEGY**, **INFORMATION TECHNOLOGY** and **OPERATIONS**, to support directors and managers in managing these areas.

STRATEGY ROLES: (1) To analyse, from an strategic point of view, the state of an organisation to identify weaknesses, improvement opportunities and present/future challenges and devise strategies to enhance its current position. (2) To research and gather intelligence: market, sector, country... (3) Within the areas mentioned above, to identify possible causes of failures/problems in an organisation and provide potential solutions to amend them: customer acquisition/retention, loyalty plans, market visibility, communications... and to develop services (internal/external) to solve specific needs. (4) To conceive Management Information Systems and other IT solutions -from a management point of view rather than nitty-gritty technical stuff albeit I have knowledge of programming languages. (5) To identify potential trends on customer/market behaviour.

OPERATIONAL ROLES: (1) To devise operational procedures for implementing a plan (what, when, who...). (2) To put in practice any sort of plan: overall management of teams and resources. (3) To prepare presentations and documentation to educate senior management/partners/investors on specific issues.

Highlights

- ◆ Experience (30+ years) in projects in diverse companies and sectors: adaptability and quick learning. Experience in project leadership, needs assessment, resource identification, and process/change facilitation.
- ◆ Generalist vs Specialist: I have the ability to manage a variety of fields with a broad vision of the business. I have a good understanding of a range of topics across the company which allows me a view of the 'big picture'. I can lead teams and and interface with the top management.
- ◆ Background in multinational companies and international projects: I am internationally-minded and have multicultural sensibility and awareness.
- ◆ Proactive and independent. Innovative and resourceful. Results-oriented achiever. Eager to lead and to take on new challenges.
- ◆ Experience in these industry sectors: FMCG, Marketing & Communication, Insurance, Internet & Technology, NGO, Air travel & Tourism, Banking, Legal and Retail.

Professional Experience

2005/now - **EnricMassó, Strategy and Project Mngment**
Independent business consultant. Projects in different European locations. | Includes: Partner at STRATEGA CONSULTANTS, Interim Marketing Manager at FUNDACIÓ ACAI-TLP (Barcelona) and co-founder of SUN&LIFE

2002/09 - **European Marketing Confederation (EMC)**
Umbrella organisation based in Brussels for marketing and sales associations in Europe. | Advisor to the Management Board | International Projects Coordinator

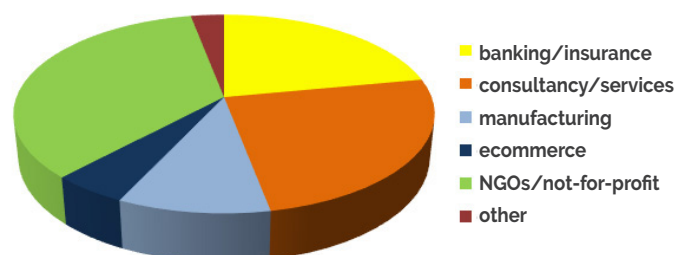
1996/05 - **DMS (Europe) Consultancy services | Co-founder and director. Projects in different European locations**
 | Creator and coordinator for project EUROPEDIRECT | Business Development Director at CARDBOARD STUDIO

1992/96 - **COMMERCIAL UNION GROUP (now AVIVA)**
British. Insurances and financial services | IT Executive, assistant to the CIO of the European Division (London/Brussels) | Infocenter Manager at the MIS Dept. (Barcelona)

Previously I have also worked at the American multinational **MATTEL TOYS** as well as at **NUR TRAVEL Group**.

Some of the companies I've worked with:

Mattel Toys (.us/.es) • Aviva Group (.uk) • Red Cross (.es) • Caja de Asturias (.es) • European Marketing Confederation (EMC) (.be) • Fundació ACAI-TLP (.es) • Allsun Holidays (.es) • Guarro Casas (ArjoWiggins)(.es) • Caixa Tarragona (.es) • Millésima (.fr) • Bootman & Bros (.uk) • Skandia Group (.se) • LASP Ltd (Russia)(.ru) • Risc Valor (.es) • Magic Maman (.fr) • Stichting Marketing Foundation (.be) • BGV (.es) • TOT Corredoria d'Assegurances (.es) • NIMA (.nl) • Caixa Girona (.es) • Estalvida (.es)...



About Me

Basics

- ♦ Born in Barcelona (Catalonia, ES) in 1969
- ♦ Lived (>6m) in US, London, Brussels, Paris and Madrid and (<1m) in several other European cities

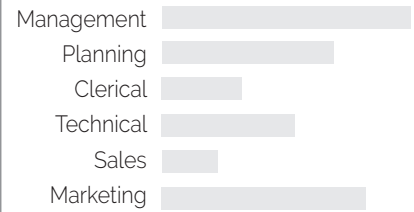
Other

- ♦ **Certified IT Consultant** (2004-2006) by CIDEM
Centre for Innovation & Business Development, of the Catalan Gov.'s Ministry of Industry, within the "Catalonia Innovation Plan".
- ♦ Co-author of "**Diccionario LID - Comunicación y Marketing**" (LID, 2005 ISBN 8488717075), author of "**Discovering Barcelona, a travel guide for teens**" (Amazon, 2013 ISBN 8461657454) and other articles.

Availability

- ♦ for 'light' travel, if applicable

How I define myself...



Languages

- ♦ Catalan: mother tongue
- ♦ English, Spanish: proficiency level
- ♦ French, Italian: basic understanding

I am/have been a member and/or active volunteer at...

- ♦ Fundació ACAI-TLP, ES - Interim Marketing Manager
- ♦ European Marketing Confederation (EMC), BE - Member of the Management Board (later, advisor to it)
- ♦ Barcelona European Marketing Institute (BEMI), ES - Assistant President & International Liaison
- ♦ Club de Marketing de Barcelona (CMB), ES - President of the International Committee
- ♦ Independent Association of Young Entrepreneurs of Catalonia (AIJEC), ES

And previously also member at the Association of Computer Technicians (ATI), ES; the International Webmasters Association (IWA), USA; the Institution of Analysts and Programmers (IAP), UK and the Software Contractors' Guild, USA.

Education

Business Administration

- ♦ MBA, major in Marketing
Columbia S University (off campus, USA)
- ♦ Business Administration Degree
CEPADE-Universidad Politécnica de Madrid (UPM)

Technology

- ♦ Informatics Engineering, -unfinished
Univ. Politècnica de Catalunya (UPC), Barcelona
- ♦ I.T. for Business Administration
CEPADE-Universidad Politécnica de Madrid (UPM)

Marketing

- ♦ Marketing Management
Universidad Politécnica de Madrid (UPM)
- ♦ Strategic Marketing
M.I.E. (Barcelona)
- ♦ Additional Coursework & Professional Development

Languages

- ♦ English Language Studies (Proficiency level)
Ann Arbor University (Michigan, USA)

References

- emails available upon request -

- ♦ **Carlos Oliveira** (Lisboa, PT) Academic and former President of the ASSOC. PORTUGUESA DE MARKETING
- ♦ **José Luis Asián** (Barcelona, ES) Former Member of the Board at RISC VALOR group
- ♦ **Audrey Wolf** (Brussels, BE) Manager at EUROPEAN BIOPHARMACEUTICAL ENTREPRISES
- ♦ **Andrew Harvey** (Newcastle, UK) Former Chair, EUROPEAN MARKETING CONFEDERATION
- ♦ **Didier Roelandt** (Brussels, BE) Managing Director at the STICHTING MARKETING FOUNDATION
- ♦ **Manuel González** (Barcelona, ES) Former Life Manager COMMERCIAL UNION (ESPAÑA) (now AVIVA)

ALSO AVAILABLE: **Drew Borrett** (Sneem, IE) Former CIO at COMMERCIAL UNION EUROPE (now AVIVA); **Tom Trainor** (Dublin, IE) CEO at the MARKETING INSTITUTE OF IRELAND; **Francesc Joan i Vendrell** (Barcelona, ES) Former General Manager at BANKPIME and President of the B.E.M.I.; **Nikos Panossoupoulos** (Athens, GR) Honorary President at the HELLENIC MARKETING INSTITUTE; **Daniel Viane** (Brussels, BE) Head of Business Operating Office Communications at BNP PARIBAS FORTIS; **Irina Gorbacheva** (Moscow, RU) Former Deputy Exec. Director at the RUSSIAN MARKETING ASSOCIATION; **Mercedes Collado** (Madrid, ES) Technical Manager at COM-ASESORES, insurance brokerage; **Julia Ridsdale** (Brussels, BE) Office Mgr, EU Office at the Welsh Government; **Marc Van Perre** (Schilde, BE) Managing Partner at INTERFACE MARKETING; **Elena Lorente** (Barcelona, ES) Partner at the valuations firm RISC VALOR.