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10.04.1959

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INFORMATION AND
REFERENCES VISIT MY
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Massimo Contini
International Business Development Manager -
TEM - INTERIM MANAGER



Massimo Contini

PROFESSIONAL EXPERIENCE

from May 2023

An international career as Export Manager in the public and private sectors in the fields of Energy, Oil & Gas, Geothermal Energy, Heavy Mechanics, Construction Machinery and Special Foundations, Drilling and Geotechnics.

Extensive international experience in both public and private sectors in Italy and abroad, with expertise in the commercial sector and in international negotiation, particularly in Italy, Oceania and the Far East with a particular focus on the Indian market on which I have been working for the last 10 years .

After having always worked in private companies, I decided to start a path of International Consulting in order to be able to offer all my experience. I would have the pleasure of being able to help Industrie Italiane to internationalise, to grow outside the standard borders, trying to develop new markets, new customers and partners abroad.

From March I will start the qualification and certification process as “**EXIM MANAGER IN ACCORDANCE WITH STANDARD UNI 11823 JULY 2021**” and from May I will be available full time as Temporary Manager.

June 2018 – April 2023

International Business Development Manager
Bentec GmbH Drilling & Oilfield Systems
www.bentec.com

GERMANY

Promote sales in the reference markets through analysis of existing customers, potential agents / resellers and competitors already present on the market in order to define a feasibility and priority program.

Marketing analysis to define the real potential of the reference market
Definition and implementation of the actions necessary for a real program to increase sales volumes and relative margins.

Evaluation, through targeted visits, of the real commercial performance of Agents / Resellers

Organization planning and management of product presentation meeting, participation in Trade Fairs, Exhibitions, Conferences and Meetings

Negotiation of high level commercial contracts and negotiations
Opening up to new markets

Organization, Planning and Management of corporate marketing
Pre-qualify the brand for all new and future projects

PROFESSIONAL PROFILE

Highly qualified International Business Development Manager (TEM Temporary Export Manager) with over 30 years of experience in international sales, marketing and development of drilling equipment for oil and gas, mining, geotechnics, energy, construction. Promote sales in the reference markets through the analysis of existing/potential customers, research and organization of agents/resellers, analysis of competitors in the reference market.

Definition of the real potential of the reference market and implementation of the necessary actions for a program to increase sales volumes and related margins. Organization, planning and management of meetings for technical/economic presentations of products, participation in trade fairs, trade congresses. Negotiation of high-level technical/commercial contracts. Organization, planning and management of corporate marketing.

Pre-qualification of the brand and products at the purchasing offices. Analysis and search for possible suppliers.

December 2014 - June 2018

Country Area Manager

Drillmec India P/L

www.drillmec.com

INDIA

Organise Indian management, set-up the new Kakinada Yard, transfer Drillmec know-how, technology, API Certification.

Develop and identify a database of potential new customers / opportunities

Control and monitor the actions of competitors in the area of competence

Submission of technical proposals, bids and contract discussions with the acquired or potential customers

Bid preparation and commercial pre-bid meeting

Organization technical presentations to the acquired or potential customers

Build and maintain stable and continuous relationships with acquired or potential customers

Design and develop marketing plans to achieve the set results

Drillmec Social Network Marketing Manager for: LinkedIn, Facebook, Twitter, Instagram

Organize and participate in trade shows, conferences, Technical Presentations

October 2012 - June 2018

Sales Area Manager Far East & Oceania

Drillmec SpA

www.drillmec.com

ITALY

Develop and identify a database of potential new customers / opportunities

Control and monitor the actions of competitors in the area of competence

Submission of technical proposals, bids and contract discussions with the acquired or potential customers

Bid preparation and commercial pre-bid meeting

Organization technical presentations to the acquired or potential customers

Build and maintain stable and continuous relationships with acquired or potential customers

Design and develop marketing plans to achieve the set results

Drillmec Social Network Marketing Manager - LinkedIn, Facebook, Twitter, Instagram

Organize and participate in trade shows, conferences, Technical Presentations

June 2008 - October 2012

Export Sales Manager

Well Equipments International

www.wei.it

ITALY

International Sales Marketing Manager with the task of evaluating potential new markets and find new potential customers.

Main focus on Oceania and South America markets.

SKILLS

Market research and business development programs
Introduction of new markets and consolidation of existing markets
Trading
Skills analysis
Planning and organization of commercial visits,
Leadership, people and time management.
Social Media Marketing and corporate communication
Management and organization of both internal and external sales team.
Analysis of contractual risks.

July 2004 - June 2008

Marketing Sales Manager Italy

Keller Fondazioni

www.keller-fondazioni.com

ITALY

In charge of Department Ground improvement Techniques :

Vibro Compaction process in granular soils

Vibro Replacement process granular soils / cohesive soils

Vibro Replacement Top Feed Method

Vibro Concrete Columns PVCC - VCC

Vibro Compaction Offshore - Onshore

May 1995 - July 2004

International Business Development Manager

FREELANCE TEMPORARY MANAGER

ITALY - WORLDWIDE

TEM Temporary Export Manager for many National and International Companies :

Borghi Azio SpA (Italy) www.borghiazio.com

Pagani Geotechnical (Italy) www.pagani-geotechnical.com

Geosafe (Brazil) www.geosafebrasil.com.br

Marchetti DMT Dilatometer (Italy) www.marchetti-dmt.it

Geoinvest srl (Italy) www.geoinvest.it

Geofyzika Brno (Czech republic) www.satisgeo.com

Massenza fu Giuseppe (Italy) www.massenzarigs.it

Ambrogeo Geophysical Equipment (Italy) www.ambrogeo.eu

GeoEquipo (Spain)

Proeti (Spain) www.proetisa.com

Geosafe (Norway - Brasil) www.geosafebrasil.com.br

Keller Fondazioni srl (Italy) www.keller-fondazioni.com

Keller Grundbau GmbH (Austria) www.kellergrundbau.at

January 1997 - December 2001

International marketing Sales Manager

Pagani Geotechnical Equipment

www.pagani-geotechnical.com

ITALY

International Marketing Sales Manager for Geotechnical Equipments for In Situ Site Investigation Geotechnical : Dinamic Penetrometer, CPT Penetrometer, Electrical Cone, Piezocone, Pressiometer and more

November 1983 - March 1994

Sales Manager

Sunda - Soege - GeoEquipo | ITALY - SPAIN

International Sales Manager for Geotechnical and Geophysical Equipment : seismograph 6-12-24Ch, Georesistivimeter, Electric Tomography, Dynamic Penetrometer, CPT Penetrometer, Electrical Cone, Piezocone, Pressiometer and more

EDUCATION

1980 **Diploma maturità scientifica**

LICEO SCIENTIFICO "E. Fermi", ITALY

TRAINING

2015 TGA - Trevi Group Academy : Corso "People Management" (Docente Claudio Allievi)
2016 AICE "Il Contratto Internazionale di Vendita" - MILANO ITALY
2016 AICE "Lavorare per obiettivi e gestione delle priorità" - MILANO ITALY
2017 TGA - Trevi Group Academy : Client Management - B2B Marketing for Marketers (Author Silvia Pettinicchio - Marketing Training and Consultant)
2017 TGA - Trevi Group Academy : Client Management - Common Law - Formation of Contract - Vienna Convention CISG (Author Darren Hagerty , Contract & Legal Department - Federico Trevisani, Contract & Legal Department - Studio Legale Picchi, Angelini & Ass.)
2017 TGA - Trevi Group Academy : Client Management - Multicultural Awareness (Author Silvia Pettinicchio - Marketing Training and Consultant)
2017 GOOGLE "Eccellenze in Digitale"
2017 TGA - Trevi Group Academy : Marketing & People Management - Negotiation for Marketing (Author Claudio Allievi - People Management Trainer, Senior Coach & Trainer)
2017 TGA - Trevi Group Academy : Training Course " Informativa D.Lgs 231/2001"
2019 KCA Deutag "Anti-Bribery and Corruption Training"
2021 KCA Deutag "Anti-Bribery and Corruption Training"
2021 LINKEDIN "Marketing on LinkedIn"
2023 KCA Deutag "Security awareness foundations"

LANGUAGES

Italian: Native language

English:

B2

Spanish:

C1

Intermedio superiore

Avanzato

MAIN CONFERENCE & EXHIBITIONS

1984 -> 2021 GEOFLUID Piacenza (ITALY)
2004 L'Aquila Workshop "The deep vibro compaction of the soils. Keller's experience" (ITALY)
2004 Piacenza Workshop "The deep vibro compaction of the soils. Keller's experience The Logistics Centre Le Mose " (ITALY)
2004 Geologist Association Umbria Workshop "Analysis and design of works for the stabilization of landslides surface and measures to control erosion" (ITALY)
2005 AIOM Workshop "Proceedings of deep vibrocompaction in ports and maritime. The event included a technical visit to the shipyard "Camillo Luglio" in Genoa Sestri Ponente (construction of a new marina) (ITALY)
2006 AIOM Workshop "Applications offshore techniques of deep vibro compaction in the port and marine" (ITALY)
2008-2011 OTC (USA)
2009 Petrotech (INDIA)
2009 POGEE (PAKISTAN)
2011 AOG (UAE)
2011 AOG 2011 (AUSTRALIA)
2012 AOG 2012 (AUSTRALIA)

2013 Drillmec Drilling Technology Workshop CSG, Shallow Gas, Oil Drilling (AUSTRALIA)
2013 IDEC2013 India Drilling & Exploration (INDIA)
2013 OMC RAVENNA (ITALY)
2014 38th IPA Conference & Exhibition (INDONESIA)
2014 CAIRN ENERGY Partnership Meeting (INDIA)
2014 DRILL2014 - ADIA (AUSTRALIA)
2014 Drillmec Drilling Technology Workshop CSG, Shallow Gas, Oil Drilling (INDONESIA)
2014 Missione Diplomatica "Italian Business Delegation" (PAKISTAN)
2014 OIL INDIA Partnership Meeting (INDIA)
2014 PETROTECH (INDIA)
2015 1st Bilateral Dialogue between Indonesia and Italy (INDONESIA)
2015 Oil and Gas (INDONESIA)
2015 OMC RAVENNA (ITALY)
2016 IDEC India Drilling & Exploration (INDIA)
2016 ONGC INDIA Road Show (ITALY)
2016 PETROTECH (INDIA)
2017 GE Oil & Gas Annual Meeting (ITALY)
2017 IDEC India Drilling & Exploration (INDIA)
2017 OMC Ravenna (ITALY)

ASSOCIATIONS

IMIT Italian managers for International Trade
TEM PLUS ITALIA
UNIEXPORTMANAGER
OBIETTIVO50

SOCIAL



<https://www.linkedin.com/in/massimo-contini/>



https://www.instagram.com/m_contini_temporary_manager



https://twitter.com/ContiniM_TEM



<https://www.facebook.com/ContiniTEM>

I authorize the processing of my personal data pursuant to art. 13 of Legislative Decree 196/2003 and art. 13 GDPR (EU Regulation 2016/679) for the purpose of personnel search and selection

Fiorenzuola d'Arda, 31.01.2023.