

## **CURRICULUM VITAE**

Family Name	LOQUENZI
Name	Massimo
Date & Place of Birth	Rome – 2 <sup>nd</sup> October 1955
Status	Married with Laura since 30 years 1 daughter, Francesca 20 years old
Address	Master Consulting S.r.l. Via Aureliana, 53 - 00187 Rome
Telephone no.	+39 06 4201 1376 (Office) +39 366 6000 935
E-Mail	m.loquenzi@mastercons.it (Office)
Military Service	Air Force (1975/76)
Foreign Languages	English and French
Miscellaneous	Driver's license

## **EDUCATION**

1975	High School Diploma, Liceo Classico;
1972	Certificate of Proficiency in English obtained at the University of Cambridge, Local Examination Syndicate;
1978	Stage of French Language at The Centre d'Etudes Francaises Saint Luis de France;

## PROFESSIONAL TRAINING

- 1978 ALIA/Royal Jordanian – Amman - Jordan  
Airline Ticketing & Fare Construction (2 weeks)
- 1981 **UTA Union de Transport Aérienne – Paris – France**  
Advanced Ticketing & Fare Construction (2 weeks)
- 1982 **UTA**  
Special Fares (IT/GIT/Prorate/PTA's) (1 week)
- 1982 **UTA**  
Marketing & Sales Skills and Techniques (1 week)
- 1983 **UTA**  
Basic Course in Human Resources, Development and  
Communication Skills (1 week)
- 1984 **UTA**  
Advanced Course in Human Resources (1 week)

- ❖ Internet and Web Experience
- ❖ Office Automation Experience

## PROFESSIONAL EXPERIENCE

1996  
to  
present

### **MASTER CONSULTING FL S.R.L.**

Managing Director:

- ❖ Foreign Tourist Office PR and Representation;
- ❖ Hotel PR and Representation;
- ❖ Outside Management of major Tour Operator;
- ❖ Travel & Tourism training courses;
- ❖ Retailer Travel Agencies network coordination;
- ❖ Leader of an experienced team of professionals;
- ❖ Founder and Past - President of local Visit USA Association;
- ❖ Past - President of Visit USA Europe Association – 2007/2009;
- ❖ US Travel Association – Discover America Center in Italy and Spain.
- ❖ Chairman of International Advisory Committee IAC for the selection of the Italian buyers and media reps delegation to Pow Wow

92/96

### ***OUTBACK TRADING COMPANY Ltd.***

Director Sales & Marketing Europe

Reporting directly to the Company's Board of Directors for the following lines of responsibility :

- ❖ Sales & Marketing

Selection of distributors and Sales promoters for Italy, Germany, France, Austria and Switzerland;

Planning of marketing goals and activities;

Supervision and implementation of the commercial policy of the Company;

Yearly marketing plan;

Marketing of the product at the highest levels: large distribution, organized distribution and traditional retailer;

Supervision and implementation of the marketing, commercial and financial policies on the allotted European markets;

❖ **Production**

Co-ordination with the Company Head Office in the creation of the products, development and design of the 2 yearly lines;

Choice of raw material and sub-contracting firms;

Direct contracts with manufactures of raw materials with direct responsibility in contract terms for costs and delivery

❖ **Advertising and PR**

Selection of Advertising and PR agencies;

Creation and development of the Company's image in advertising campaigns, launched at national level on the most prestigious news papers and magazines, targeting trade operators and final consumers;

Attendance and organization of the Company's Stand at the major trade exhibitions in Italy, USA and the rest of Europe, just to mention a few:

Pitti Uomo	Florence	1995 and 1996
S.E.H.M.	Paris	1994
M.I.A.S.	Milan	1994
M.I.C.A.M.	Milan	1994 and 1995

❖ **Logistics**

Organizing the fully computerized Company's warehouse in Italy;

Selection and employment of staff, supervision of product distribution to over 600 retailers yearly.

88/91

**MAREMANIA HOLIDAY SYSTEM srl**

Director Sales & Marketing

Member of the Company's Board of Directors responsible for the following lines of duties:

- ❖ Planning, supervising and coordination of all operational and commercial activities;
- ❖ Supervision of sales activities of the head office and also of branch offices in Milan and Naples;
- ❖ Supervision and coordination of counter staff;
- ❖ Sales promotion to commercial accounts and incentive houses;
- ❖ Organization of fam trips, educational and promotional events, PR;
- ❖ Creation of tourist programs from market research to launching of final products;
- ❖ Attendance to major travel industry exhibitions : BIT, POW WOW, World Travel Market, ITB;

80/88

**AIR AFRIQUE**

Sales Representative for Central & Southern Italy

- ❖ Sales promotion – Coordination of commercial activities of commercial accounts, travel agents and tour operators
- ❖ Sales policy implementation and statistical analysis
- ❖ Tourist promotion of the ten countries represented by this multinational Airline;
- ❖ Attendance to sales meetings and marketing presentation in Italy and abroad;

79/80

**C.S.A. Czechoslovak Airlines**

Sales Superintendent

- ❖ Sales promotion;
- ❖ IATA – A.I.P. Airline Investigation Panel delegate;
- ❖ Marketing Promotion, handling of charter flights;

76/78

**ALIA/ Royal Jordanian**

Ticketing and Reservation Agent

- ❖ Reservation, fare construction, P.T.A.'s ticket issuance;

78/79

Passenger and Cargo Agent

- ❖ Flight, passenger and cargo handling;
- ❖ V.I.P. and C.I.P. assistance;
- ❖ Catering, flight plans and ramp assistance.

References at highest level may be provided at later stage.