



## **Carlo Alberto Maccarini**



Owner, Moveo Consulting  
Milan Area, Italy

Current: Managing director at Moveo Consulting (Sole Proprietorship)

Past :

Business Manager at Syngenta Crop Protection AG  
Crop Manager at Syngenta Crop Protection Italia S.p.a.  
Marketing research manager at Syngenta Crop Protection Italia S.p.a.  
Crop Manager at Aventis Crop Science Italia S.p.a.  
B2B Project manager at Aventis Crop Science Italia S.p.a.  
Sales representative at AgrEvo Italia s.r.l.

Education :

Università Cattolica del Sacro Cuore  
INSEAD  
Università Bocconi

### **Summary**

Marketing Strategy and operations  
Sales experience  
Innovation  
Communication

### **Specialties:**

Branding, Communication, 3rd parties companies negotiation, Marketing strategy,  
Negotiation in sales

### **Experience**

#### **Managing director**

**Moveo Consulting** (Sole Proprietorship)

(Sole Proprietorship; Myself Only; Management Consulting industry)



September 2007 – Present (1 month)

Strategy, branding, portfolio development, internationalisation, marketing research

**Business Manager**

**Syngenta Crop Protection AG**

(Privately Held; 10,001 or more employees; Chemicals industry)

January 2005 – August 2007 (2 years 8 months)

I'm business lead for cereal herbicides and maize herbicides, two key strategic businesses for Syngenta Crop Protection. Marketing strategy definition and implementation guideline for countries are the core of my role. I'm also responsible with my team to propose and implement portfolio innovation through new product or re positioning the existing portfolio. New product launches (including strategy, branding and communications) and in general life cycle management of herbicides portfolio are my key priorities.

**Crop Manager**

**Syngenta Crop Protection Italia S.p.a.**

(Public Company; 10,001 or more employees; SYT; Chemicals industry)

January 2002 – December 2004 (3 years)

I was responsible for product and brand management for various product lines, including cereal herbicides, fungicides, non selective herbicides and others. I leaded different business teams achieving important results, re launching mature products (for one of them we got a sales increase over 20% in two years in a mature market). The active use of more modern marketing techniques was one of my contribution to business innovation.

**Marketing research manager**

**Syngenta Crop Protection Italia S.p.a.**

(Public Company; 10,001 or more employees; Chemicals industry)

June 2001 – December 2001 ( 7 months)

I was responsible for marketing research, managing qualitative and quantitative studies, monthly business reporting and supporting sales team with specific training. I've managed and introduced a specific customer satisfaction survey (targeting the channel).

**Crop Manager**

**Aventis Crop Science Italia S.p.a.**

(Public Company; 51-200 employees; Chemicals industry)

June 2000 – June 2001 (1 year 1 month)

**B2B Project manager**

**Aventis Crop Science Italia S.p.a.**

(Public Company; 51-200 employees; Chemicals industry)

March 2000 – June 2000 ( 4 months)

**Sales representative**

**AgrEvo Italia s.r.l.**

(Public Company; 51-200 employees; Chemicals industry)

June 1998 – March 2000 (1 year 10 months)



## **Education**

### **Università Cattolica del Sacro Cuore**

Agronomist, Agricolture, 1987 – 1992

### **INSEAD**

2005 INSEAD Fointainebleau

Marketing and Selling excellence Syngenta

2004 Infinity Milano

Negoziazione relazionale

2004 SDA Bocconi Milano

Competenze di marketing

MKTG segmentation & customer datamining

Sales promotion & Loyalty Management

2004 MarketEdge Zurigo

Horizons

2004 Syngenta Milano

Corso di public speaking and presentation

2003 McKinsey Milano

Corso di value pricing

2003 Syngenta Zurigo

Corso di media relationship

2002 McKinsey Milano

Corso di marketing excellence.

2001 Tower Perrins Milano

Leadership improvement workshop

1994 - 1995 Università di Torino - Fac. Agraria Torino

Corso di perfezionamento di progettazione parchi e giardini.