

massimo reverberi

entrepreneur

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www.bugsolutely.com/massimo for a complete list of contact details

Skills

- Entrepreneurship and new challenges that require thinking out of the box.
- Marketing, based on unconventional approaches and focused on digital.
- Team management, particularly with small and medium-sized groups.

- **Entrepreneurship.** I founded my first company, Prima Pagina, (www.primapagina.it/en/soci-fondatori) three years after the conclusion of my studies in Business Management. In a few years, the company turnover was more than 5 million USD, with a team of more than twenty.

- **Team leadership.** I developed a personal approach to a high retention rate of customers and employees. A low staff turnover means self-sufficient, highly qualified, very valuable employees in charge of the project execution.

- **International experience.** As a Client Director and CEO of Prima Pagina I had been working with International customers, mostly in the tech industry (i.e. Cisco, Iomega, EMC).

Experiences

Early years - Copywriter and Account Manager

My first job was copywriting for Microsoft, Toshiba and other clients with Imageware, a leading PR and marketing agency for IT companies in Italy. After 2 years, I took responsibilities in managing the relationship with a number of the agency's clients.

1996 - 2012 Founder, Prima Pagina

I co-founded and owned Prima Pagina, a PR and marketing agency based in Milan (more than € 5 M revenue per year in the 2000-2010 period and a staff of 25). My role was team manager of account managers, graphic designers, copywriters as well as Client Director. Prima Pagina is the communication partner of leading multinational companies including Cisco Systems, Asus, Iomega and other leading players in the IT market. The agency offers a complete range of marketing services, including offline and online communication, advertising, PR.

2012 - 2014 Marketing consultant and traveller

Because of the European economical crisis, I decided to sell my shares of the company and spend time exploring Asian countries and business opportunities in the East. I spent 2 years in Thailand, as a marketing consultant for SKGF (www.skgf.asia), and as a traveller in Indonesia, Cambodia, China, Myanmar and the Philippines.

2015 Founder, Bugsolutely Thailand

Bugsolutely is a food company at the forefront of the rapidly growing market of edible insects. In Bangkok, Bugsolutely produces the unique Cricket Pasta, the only pasta in the world containing 20% cricket flour, a superfood with great nutritional values and a very low environmental impact.

2016 Founder, Bugsolutely China

Following the invitation of BitsxBites food accelerator, I founded Bugsolutely China to develop Bella Pupa, the first snack containing silkworm powder. Silkworms are a superfood like crickets, and China produces 500,000 tons per year of silkworm pupa, as a by-pass product of the silk industry. The team is based in Shanghai.

Education

Political science university degree

I attended Liceo Berchet, one of the top secondary schools in Milan. After that, I went to the University of Milan, Faculty of Political Science, obtaining a degree in Business Management, with a final dissertation on business in the Information Technology age.

References

Marco Innocenti - (Founder and CEO, www.htmsinternational.com)

Massimo is a great manager, very talented and positive, a group, who conveys a constant sense of excitement about the work. He can keep a team highly motivated even under very challenging circumstances.

Raffaella Mollame - (Communication Manager at SAP)

Massimo is a perfect partner to work with. He is very competent and skillful on business strategy and project management. He knows how to build strong and lasting professional relationship, based on trust and openness.

Roberto Fortunato - (Founder and CEO, [Img Internet](http://imginternet.com))

Massimo is a leader in the incubation and development of new, innovative business ideas. He always listen to people, thus creating a great atmosphere in his team.

Giustiniano Caradonna - (Owner at [SaveCom](http://SaveCom.com))

Massimo is very professional and has a very strong business head. He has a great understanding of off line and on line marketing. He is hard working and open for new challenges and ideas.

More references at linkedin.com it.linkedin.com/pub/massimo-reverberi/1/b50/988/