



Massimiliano Rega, PhD

Executive Member of the Board of Directors, CEO, COO
Lugano (Switzerland)

Summary

Massimiliano is a Senior Executive with global experience in international Telco, consumer and major fitness and media companies.

He has a Ph.D. in Management Engineering (Ingegneria dell'Impresa) with dissertation on Omnichannel Sales and Customer Experience (Integration of Digital/Ecommerce with Teleselling and Retail).

He has a strong operational and sales focused background with wide experience in customer management, supply chain, logistics and after sales activities. Good experience of strategic management and business planning.

He started his career as consultant and now with 20 years experience has gained very strong methodology and competencies which has enabled him to build his personal and professional specialties.

Specialties: Omnichannel, Sales, eCommerce, digital and performance marketing, operations, customer experience, CRM, customer service, supply chain, new products launch.

Note. Creator of Sky Service Network at Sky, the best network for sales and delivery in the world.

Experience

MRC OmniChannel
Founder & Partner
July 2018 - Present (4 years 1 month)
Lugano, Ticino, Switzerland

Contact

www.linkedin.com/in/massimilianorega (LinkedIn)

Top Skills

Strategy
Customer Experience
Telecommunications
Outsourcing
Digital

Certifications

Master Black Belt Lean Six Sigma
European Logistics Association
Certificate - Strategic Level
National Licensing for Engineers
(Register in Rome)

University of Rome Tor Vergata
Adjunct Professor
September 2017 - Present (4 years 11 months)

Private Equity Fund
Director
August 2017 - Present (5 years)
Lugano, Ticino, Switzerland

Service Delivery Europe Network
Founder
August 2021 - Present (1 year)

IBridge Engineering Consultancy LLC
Senior Advisor
August 2017 - Present (5 years)
Abu Dhabi, United Arab Emirates

Illa SpA
Member of the Board of Directors
July 2020 - March 2022 (1 year 9 months)

PG Italy
Executive Member of the Board of Directors
April 2018 - December 2020 (2 years 9 months)
Main Shareholder with Linkem SpA and Services Companies. Start up CEO.

Technogym
Consumer Sales, Marketing, Service, Operations - COO - Board of Directors My Wellness SpA
May 2012 - July 2017 (5 years 3 months)
COO Consumer (Sales, Marketing, Service, Operations)
Member of the Board of Directors - My Wellness SpA

Sky Italia
Direttore Customer Experience, Service & Delivery
May 2004 - May 2012 (8 years 1 month)
In charge of field service, sales (technical channel), sales operations (promo and offers implementation), installation, supply chain, logistics, field customer care and after sales, services delivery and activations, technical product development.
In charge of Customer Experience management.

Coordinates external installers, external point of sales, small shops and service centers.

Manages logistics, call center and front end outsourcers.

Accenture

Senior Manager - Strategy

May 2000 - May 2004 (4 years 1 month)

Communication, Media and High Tech sector with competencies in Marketing & Sales. Responsible for several European projects for leading Telco operator and Media companies.

Stream SpA and Tele+ merger, Sky Italia start up.

Telecom Italia

Project Manager

1996 - 2000 (4 years)

TMI Telemedia International (Telecom Italia Group) - Global operator supplying advanced telecommunications services to customers.

Manage projects on Sales and Operations for TMI and Participated Companies in Rome, New York, London, Hong Kong, Buenos Aires, Wien (Telekom Austria) and Paris (9 Telecom).

Arthur Andersen & Co.

Business Analyst

1995 - 1996 (1 year)

SNCF

Stagiare

September 1993 - June 1994 (10 months)

Paris, Ile-de-France, France

Education

Università di Roma Tor Vergata

Ph.D. in Management Engineering (Ingegneria dell'Impresa), Field of study: Omnichannel, Customer Experience - Digital Acquisition, Conversion, Retention · (2010 - 2014)

MIP-Politecnico Di Milano

Master Black Belt Lean Six Sigma · (2010 - 2010)

University of Rome Tor Vergata

Master (5 year degree), Engineering · (1989 - 1994)

École des Ponts ParisTech

Projet de fin d'étude · (1993 - 1994)