

# EZIO MARCO SIEPI

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## EDUCATION:

Master of Arts in International Relations and Commerce  
The American University, Washington, D.C. 1992

Bachelor of Arts in Political Science and European Studies  
Vanderbilt University, Nashville, TN 1985

## LANGUAGES:

- ENGLISH - COMPLETELY FLUENT at mother-tongue level in reading, writing, oral expression.
- ITALIAN - COMPLETELY FLUENT at mother-tongue level in reading, writing, oral expression.
- SPANISH - GOOD in reading, writing, oral expression.
- FRENCH - BASIC reading and oral expression.

## COMPUTER AND KNOWLEDGE RETRIEVAL SKILLS:

- EXCELLENT in IBM Software: CLARIS WORKS, MICROSOFT OFFICE (MS WORD, POWERPOINT, EXCEL, SCHEDULER, ACCESS), WORDPERFECT;
- VERY GOOD knowledge of MACINTOSH software: Quark XPress, FILEMAKER;
- SPSS and SQL programming knowledge;
- Excellent Knowledge of INTERNET EXPLORER, NETSCAPE 3 Browser, EUDORA and OUTLOOK EXPRESS  
E-mail programs and elementary HTML programming knowledge.

## EMPLOYMENT:

### **Independent Marketing Research Consultant, Business Intelligence Professional and Trainer Milan, Italy and abroad 9/2001 - PRESENT**

Marketing research and operational marketing tasks provided to foreign companies interested in exporting to Italy as well as Italian companies interested in exporting or selling services abroad; The research provided is included in the beverages, cosmetics, food and non-food packaging, environmental technology and services, mechanical parts and devices, including precision instruments and ICT industries; the sources of information are provided by the Italian and foreign chambers of commerce, the Italian national statistical association (ISTAT) and foreign ones, including Eurostat, Italian and foreign national industrial and commercial associations, other market research firms, and from comments made directly by players on the market (mainly Italian importers /producers). The research and tasks include and are not limited to the following:

#### **Market research analysis reports on Italian and foreign commodities according to SIC/NAIC international commercial codes and written and/or orally presented in English (75%) and Italian (25%):**

- A) Detailed reports on Italian and foreign commodities (Ireland, USA, UK, India, Indonesia, Korea, Australia, and others) including pricing and sales tendencies (market shares in volume/value) as well as import restrictions, import tariffs, trade fairs/events, distribution practices, analysis of local and foreign competition, quality standards, technological innovations, final comment (33 percent);
- B) Identification of Italian and foreign importers / distributors who already supply or are potentially interested in supplying services / products proposed by foreign company and written report of outcome of contact after telephone interview (33 percent);
- C) Training of personnel in provision of work, including weekly progress meetings (both in group and individually), Staff performance monitoring in both qualitative and quantitative terms (33 percent).

## **Work Examples involving activities with Clients**

### **1) UK Market Research consulting firms (primary and secondary research), London and Leceistershire**

I) Manager of a research projects created to evaluate various consumer and non-consumer markets (Food, Construction, Environment, clothing ect.) For example, one project was to monitor the Italian food and non-food packaging market in value and volume, including the coordination of a team of 2 collaborators whose task was to identify main retail brands on market, with particular emphasis on cosmetics, dairy products, beverages, baby food and detergents evaluating prospects for growth as leads for potential packaging suppliers; and responsible for the preparation of a business profile including financial background, products / services offered and company structure. This included:

- A) Coordination of monthly action plans and progress report meetings involving phone contact with international Chambers of Commerce, banking and finance associations located in Europe and America (20 percent);
- B) Coordination of market research analysis plan for each country of interest (20 percent);
- C) Research of various sources of information on a regional basis through internet and phone research (20 percent).
- D) Selection of personnel from the various Worldwide Chambers of Commerce located in Italy, as well as through advertisements in journals, telephone interviews and Internet (20 percent);
- E) Training of staff to accomplish project, both in quantitative and qualitative terms, organizing weekly progress meetings and monitoring work progress with the objective to maintain a steady level of work on a weekly and monthly time frame (20 percent).

II) Manager of macroeconomic quantitative and qualitative secondary research analysis projects created to evaluate and monitor UK foreign investment opportunities on behalf of UK government in value and volume. Leader of a team of 2 collaborators whose task was to identify market trends and infrastructure development opportunities around the world, with particular emphasis on Gulf Coast Cooperation (GCC) states, US, and Asia evaluating potential tender opportunities and industrial and commercial growth areas as leads for potential UK suppliers of goods and services; Main areas of interest: infrastructure development and healthcare products and services:

- A) Responsible for the preparation of a project summary and commentary as well as forecasts (33 percent);
- B) Manager of a database for innovative healthcare solutions (products and services) through internet and phone research (33 percent);
- C) Team leader of a staff of 4 involved in projects commissioned and involving weekly meetings and progress reports (33 percent).

### **2) Tomatwoo Cesac SPA Milan, Italy**

Development of strategic and operational marketing activities, and promotional information related to a newly created financial risk software management startup; this included:

- A) Maintaining a database of potential Italian and foreign contacts updated through phone contact and questionnaires (20 percent);
- B) Research of various sources of information on a regional basis through internet and phone research (20 percent).
- C) Preparation of promotional and marketing literature distributed to the contacts both via email and on the company internet website (<http://www.riskart.com>) (30 percent); this included:
  - i) Preparation of advertisements in Financial ICT trade journals including technical articles describing software (10 percent);
  - ii) Telephone marketing and circular fax (10 percent);
  - iii) Visiting potential clients at international fairs in the software industry (CEBIT, SMAU) (10 percent);
- D) Management of marketing strategies and campaigns to reach potential clients and participation in marketing activities towards potential partners (30 percent); this included:
  - i) Telephone marketing (10 percent);
  - ii) Meetings with potential clients/partners (10 percent);
  - iii) Organization and participation at important ICT and Financial ICT trade fairs (CEBIT, SMAU, RISK ITALY) (10 percent)

### **3) Research Division, Forus Finanziaria SPA Milan, Italy**

Manager of a research project created to evaluate joint-ventures and partnerships with European and American financial houses. Leader of a team of 7 employees whose task was to identify financial houses and prepare a business profile including financial background, products / services offered and company structure; this included:

- A) Coordination of monthly action plans and progress report meetings involving phone contact with international Chambers of Commerce, banking and finance associations located in Europe and America (20 percent);
- B) Coordination of market research analysis plan for each country of interest (20 percent);
- C) Research of various sources of information on a regional basis through internet and phone research (40 percent).
- D) Selection of personnel from the various Worldwide Chambers of Commerce located in Italy, as well as through advertisements in journals, telephone interviews and Internet (20 per cent);
- E) Training of staff to accomplish project, both in quantitative and qualitative, organizing weekly progress meetings and monitoring work progress with the objective to maintain a steady level of work on a weekly and monthly time frame (20 percent).

### **4) Artech Publishing, SRL Cormano, Italy**

Responsible for sales of advertising space in 3 bi-monthly international technical journals and Internet site (<http://www.glassonline.com>) related to the hollow, flat, and special glass industries to potential clients from the United States, United Kingdom, and ex-Commonwealth countries (85 percent). This involved the following:

- A) Management of marketing strategies and campaigns to reach potential clients (35 percent) through:
  - i) Computer (Claris FILEMAKER) (10 percent);
  - ii) Telephone marketing (10 percent);
  - iii) Circular Fax (10 percent);
  - iv) Visiting potential clients at international fairs in the glass industry (5 percent);
- B) Coordination and formulation of commercial proposals to potential clients for advertising including list prices, discounts, and editorial coverage in the magazine Follow-up of client including description and technical specification of films and advertising specifications required by editing house, as well as assistance in formulation of any editorial coverage to include in magazine along with advertisement (25 percent).
- C) Organization and participation at important Glassworks and glass machinery trade fairs both in Italy and abroad (VITRUM-Milano, New York Gift Fair, Birmingham-UK, and others) (25 percent)
- D) Coordinator of market research analysis reports and surveys to find new potential clients and assisted in the creation of technical articles for the magazine (15 percent). This involved the following:
  - i) Contacting private and public sources of information and collecting information either by fax, e-mail, or telephone interview (8 percent);
  - ii) Compiling article in collaboration with graphics department and subsequent follow-up with client for final approval (7 percent).

### **Market Entry Adviser and Business Intelligence Manager The Australian Consulate, AUSTRADE, in Milan, Italy**

**9/1999 - 9/2001**

#### **1) Managed marketing promotion projects and strategic plans for incrementing Australian exports to Europe (45 percent). This involved the following:**

- A) Coordination of Australian client enquiries to individual countries for marketing opportunities (15 percent) including:
  - i) Phone contact with various Business development managers located in Europe to organize marketing strategy for client (5 percent);
  - ii) Preparation of proposals with quotation of services outlining services to be provided to client (5 percent);
  - iii) Maintaining follow up contacts with clients to determine interest in further assistance in Europe (5 percent);

- B) Responding directly to client requests for information on Europe by searching through the Internet and through contacts with European trade associations and the European Union (15 percent);
- C) Participation in a Pan-European strategy virtual team related to Information & Communications Technology – ICT and Consumer retail forecast analyses (15 percent); this involved the following:
  - i) Phone contact and teleconferencing with various Business Development Managers located in Europe participating in the group (2.5 percent);
  - ii) Attending action meetings and virtual conferences on improving how to assist market entry strategies for Australian ICT and consumer goods and services companies in Europe (2.5 percent)
- 2) **Responsible for coordinating European content in organization's restructured Internet website <http://www.austrade.gov.au> (25 percent from 10/2000). This involved the following:**
  - A) Progress report meetings and exchange of content with regional information officers and other virtual team members located in Europe working on the European content of website (15 percent);
  - B) Organization of content management and strategic planning for European content of website, liaising with various external members to the team and delegating responsibilities in website construction (10 percent).
- 3) **Chief Editor of Market research analysis reports on Italian commodities (30 percent). This involved the following:**
  - A) 5 detailed reports on Italian commodities and services (Food Industry, ICT-software, consumer goods and services, automotive parts and English Language Teaching) including pricing and sales tendencies as well as import restrictions, any lists of Italian importers, trade fairs/events/publications, distribution practices, and analysis of foreign competition (25 percent);
  - B) Maintaining contacts with Italian importers for export promotion and research purposes (15 percent).

**Business Development and Business Intelligence Manager-  
The Korea Trade and Investment Promotion Agency (KOTRA) in Milan, Italy**

**6/1994 - 9/1998**

- 1) **Managed marketing promotion projects for incrementing mainly Korean exports to Italy, but also Italian exports to Korea and tourism to Korea (35 percent). This involved the following:**
  - A) Coordination of advertisement sales for industrial goods in Korean trade magazines (10 percent) including:
    - i) Creation of marketing strategies on the Internet Website of the Milano KOTRA local office: <http://www.hcs.it/kotra> (5 percent);
    - ii) Maintaining contacts with Italian companies, including importers, exporters, and tour operators interested in buying publicity in Korean trade magazines (5 percent);
  - B) Organization of meetings in Italy for Korean companies and in Korea for Italian companies (25 percent);
    - i) Organization of meetings and speeches at Italian Chambers of Commerce and local governmental institutions to promote Korean exports (5 percent);
    - ii) Organization and participation at international fair exhibitions in Italy and Malta to promote international commerce with Korea as well as tourism, in collaboration with the Korean National Tourism Board (5 percent).
- 2) **Responsible for promoting investment opportunities for Italian companies in Korea and tourism to Korea for Italian tour operators (25 percent). This involved the following:**
  - A) Speech engagements at Italian chambers of commerce and local government institutes introducing investment opportunities to Italian companies (15 percent);

B) Participation in tourism marketing projects in collaboration with the Italian branch of the Korean National Tourism Board (until 1998) at fairs (Borsa Internazionale del Turismo-BIT) and during speech engagements at Italian Chambers of Commerce (10 percent);

**3) Chief Editor of Market research analysis reports on Italian commodities (40 percent). This involved the following:**

A) 25 detailed reports per year on Italian commodities including pricing and sales tendencies as well as import restrictions, Italian importer lists, trade fairs/events, distribution practices, and analysis of local and foreign competition (25 percent)

B) Maintaining contacts with Italian importers for export promotion and research purposes (15 percent).

**Foreign Affairs Research Analyst - 1987-88  
U.S. Department of Commerce, National Marine Fisheries Service, Washington D.C.**

- 1) Responsible for writing 6 detailed reports and 150 press releases;
- 2) Analyzed import-export data from the United States and Europe;
- 3) Responsible for translating 5 French and Spanish publications into English every month;
- 4) Researched international agreements and analysis of role of U.S. foreign economic policy in these agreements.

**EXAMPLES OF ACHIEVEMENTS:**

- Independent Market Research Analysis and Business English Consultant – since 2004 – Created Managed and sold several comprehensive market research projects, Business English projects, and commercial marketing assistance projects on behalf of Italian and foreign clients averaging €10.000 - €15.000 per annum:
  1. Tomatwoo Cesac SPA - 2003 - Managed operational marketing activities and the creation of a monthly newsletter describing the company's activities in the field of software financial management development. Contributed to the formation of strategic and commercial partnerships with 3 system integrators.
  2. Forus Finanziaria in Milan, Italy - 2002- Managed a team which created a database of about 150 financial houses in 8 countries. Manager of Powerpoint presentations to Headquarters regarding strategic implications of project development, initial presentation, monthly updates and final presentation with report and recommendations on findings.
- The Australian Consulate in Milan, Italy - 2000-2001 - Contributed to almost A\$35,000 sales in proposals to Australian companies in Europe in all of 2000 and in 2001 reached almost A\$10,000 in less than 2 months time, an increase of almost 600 percent compared to the A\$1,800 sold in the same period in 2000.
- Commercial Offices of the Korean Consulate - 1995-1996- Contributed significantly in terms of evaluation of marketing strategy projects and market research reports to increase of points attributed to Milano branch of Korean commercial office in relation to global network of approximately 150 Korean commercial offices worldwide (1998 rating of Milano office-9th place; 1993 rating- 28th place).