



## Work Experience

2017 - Upon today

LEM Helmets (USA and Spain) - [www.lemhelmets.com](http://www.lemhelmets.com)

Marketing coordinator

- Definition of the strategy for the European and American launch of the brand into cycling market, in coordination with the LEM office in Morgan Hill - California
- Research, selection and coordination between agencies and freelancers for the different aspects for the brand launch.
- Artistic direction for the develop of the corporate image of the LEM Helmets brand for the American market.
- Management of the LEM Helmets attending to Eurobike fair.
- Salesnet support

GIST Italia - [www.gistitalia.com](http://www.gistitalia.com)

Freelance consultant

- Management of the certification process of the mod. Primo helmet
- Complete development (from concept to certification) of helmet mod. Volo.

MIASUKI Italia - [www.miasuki.com](http://www.miasuki.com)

Freelance consultant

- Technical assistance for events attending and showroom setup.
- Technical assistance IT.

2014 - 2017

MIASUKI Asia (Hong Kong) - [www.miasuki.com](http://www.miasuki.com)

Technical Product Designer e International projects coordinator

Hong Kong Headquarter

- Development of horse riding technical products as saddle, gloves, equestrian airbag and wearable devices.
- Quality control of riding helmets.
- Development of heat-sealed tote bag and backpack with solar panels.
- Research of high tech materials and solutions (for performance and aesthetics), suppliers and services.
- Assistance to creative department.
- Development of printed products (Stationary, brochures, ...).
- Set up and management of photo-shootings, fashion shows and castings.
- Project management of international events.
- Supervision of Website and online store.
- Set up of Inventory and Sales Tracking System.
- Set up of Office and Corporate Information Exchange System.
- Set up and supervision of IT.
- Management of online customer orders.

2007 - 2014

Freelance

- Progettazione, sviluppo e gestione fornitura di caschi presso diversi produttori in Cina e in Italia per conto di diversi clienti.  
Principali collaborazioni: EA7 Emporio Armani (neve), Briko (neve/bike), Yamaha (caschi moto per il mercato cinese), Tryonic (neve), Osbe (neve), Selev (bike), Helmo (moto), Speeds (moto).

## Education

- *European Certification - February 2016*  
Marketing Expert, Media Planner and Business Analyst.
- *Degree at Politecnico di Milano - July 2013*  
Design University: industrial and product design.
- *Politecnico di Milano - July 2009*  
Engineering University: material and nanotechnology engineering.
- *Diploma at I.T.I.S. Lagrange, Milano - July 2007*  
Programming and information technology.

## MATTEO TORTOSA

Firenze, 29 Aprile 1988

Via Fiume, 27, Paderno Dugnano Milano  
Italia

## Professional Skills

- Digital Arts, 3D and office Software deep knowledge.
- Sport equipment expert tester.
- Professional motorbike racing experience.
- Knowledge of the sponsorship relationships.
- Long time knowledge and affinity with many Chinese and Italian suppliers.
- Trend and milieus analysis.
- Composite materials passionate.
- Sewing, tailoring and textile knowledge.
- 3D printing experience
- Supply Chain fundamentals
- Websites development

## Languages

Italian (Mother Language)  
English (Current working language)  
Spanish and French (School Level)

## About me

I've a great passion for design and sports.

Thanks to my proactive attitude and multi disciplinary experience I can give my contribution in a lot of different situations.

I want to have the possibility to express my-self and my skills at my best taking advantage from all the work and life experiences I had the luck to live.

