

MICHELE CAPASSO

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Education

ESSEC Business School , Paris, France; Singapore Grande École Master's Degree in Management – Double Degree (#3 FT Global Master's in Management) <ul style="list-style-type: none">Selected among 50,000+ applicants for a highly selective rotational program for 16 students, spending the 4 semesters in Milan, Singapore, Mumbai, and ParisCurrent GPA: 29.2/30 (top 1%)Awarded for the ESSEC Sports Chair 2022 exclusive for 20 students in partnership with Paris Saint Germain and Allianz	Expected Completion cum Laude in June 2022
Bocconi University , Milan, Italy; Mumbai, India Master's Degree in Management – Double Degree (#6 FT Global Master's in Management) <ul style="list-style-type: none">Selected among 50,000+ applicants for a highly selective rotational program for 16 students, spending the 4 semesters in Milan, Singapore, Mumbai, and ParisCurrent GPA: 29.2/30 (top 1%)	Expected Completion cum Laude in June 2022
IBM , Remote Professional Certificate in Data Science <ul style="list-style-type: none">Specialized course of 200+ hours attaining robust knowledge of Python, SQL, Machine Learning, Tableau, and Alteryx	Apr 2022 – Aug 2022
Google Career Certificates , Remote Professional Certificate in Project Management	Jun 2021 - Nov 2021
Luiss Guido Carli University , Rome, Italy Bachelor's Degree in Business and Management (top 100 FT Business School) <ul style="list-style-type: none">GPA: 109/110 (top 2%); Final Thesis: "The evolution of PRC in the global trade landscape." marked 6/6	Aug 2019 - Jan 2020
Universidad de Chile , Santiago, Chile Bachelor's Exchange (#1 University in Latin America Ranking of World Universities) <ul style="list-style-type: none">GPA: 6.4/7 (top 0.5%)	Sep 2017 - Jun 2020

Work experience

Easy-scooter , Milan, Italy Founder (Easy-scooter (squarespace.com)) <ul style="list-style-type: none">Created an innovative electric kick-scooter startup differentiating with the go-to-market strategy based on local trials, street contests and information to customers to reduce the misperception in the vehicles and the fear which prevent 80% of the sales shaping performance perception, habit formation effort, benefits, and complexity of the productProspected 5,000€+ Revenues and 20% Margin by FY2022Managing 1,000+ contacts worldwide sourcing in Poland, refining in Italy, selling and delivering in ItalyDeveloped the plan to immediately scale the business increasing Volume and Marketing investments, estimating a potential of +50% ROE for crucial economies of scale; projected long-term growth with vertical integration establishing partnerships with producers to further differentiate the product achieving synergies with the strategy	Jan 2022 - Today
Allianz SE , Paris, France Part-time Consultant <ul style="list-style-type: none">Defining the communication strategy in the Olympic Games Paris 2024 determining the positioning of the company in the sportive industryGuiding the network of 50+ professionals among which top consulting firms	Jan 2022 - Today
Bocconi University , Milan, Italy Researcher - autonomous <ul style="list-style-type: none">Developing the theories regarding the diffusion of innovations in contact with the Marketing Department, with 1st application in my Master's Final Thesis: "The most effective communication strategies to install habit formation: the electric vehicles case."	Apr 2022 - Today
Pirelli , Milan, Italy Business Control Intern <ul style="list-style-type: none">I was responsible in the Global Headquarters of the retail distribution, accounting for €30+ millions of monthly Revenue generation only in the Market ItaliaConstructed the financial analysis outline shared internally which doubled the efficiency of the communication flow and was reported directly to the CFO and 100+ salesforce for a total amount of €8M+ customer accountsI was chosen by the Credit Manager to periodically evaluate the most important customers managing their relationships and report for the implementation of strategies in the Credit limits up to €6 million anticipating fundamental trends	Jan 2022 - Apr 2022
KTM Sportmotorcycle AG , Singapore Business Management Intern <ul style="list-style-type: none">Selected to form the Young Shadowing Committee, composed by top performers who periodically consulted the Senior Management on new opportunities and strategic shifts with an impact up to \$500'000Proactively completed a full market study on the electric mobility potential in Southeast Asia for 10 countries, presented to the CEO and Head of Marketing and Sales, resolved crucial uncertainties, and influenced the strategic launchCreated the performance analysis framework distributed to all the Southeast Asian country dealers, co-directing the evaluation meetings of the whole continent achieving \$3+ million in 2021I was co-responsible for the pricing strategies and competition analyses in all the main countries, obtaining +\$200,000 support from HQ	May 2021 - Sep 2021
Toyota Motor Corporation , Milan, Italy Student Consultant <ul style="list-style-type: none">Designated for academic excellence to structure the strategy of the company, leading "Toyota's Strategy and Electric Mobility" 6 people project presented to Senior Management, including CFO	Sep 2020 - Feb 2021
A.s.d. Mundialcup , Rome, Italy Youth Sector Manager <ul style="list-style-type: none">Managed the University football tournaments in Rome directing the management team (1,500+ players, 10,000+ annual fans attendance, 200,000+ impressions on social media), increasing by €30,000€ Revenue accurately advertising in Universities	Dec 2019 - Jun 2020
Cross Communication S.r.l. , Rome, Italy Marketing and Sales Intern <ul style="list-style-type: none">Analyzed and chose national suppliers for Keglevich and Q8 advertising campaigns for €2.5 million and administered stock	Apr 2018 - Nov 2018

Language Skills

Italian: mother tongue | English: fluent | Spanish: fluent | French: good | Chinese: basic

Additional Information

- Software R, Advanced MS Office Suite, SAP, Salesforce, Adobe Photoshop, Quick Time
- "Digital Transformation" Certificate by BCG; "In-company Training" with Kearney, Dubai; "Chinese Language and Culture" Certificate by LCTT
- High School Class Representative 2012-2016; Italian National Tennis tournament 2015