

Simone Massari

simone.massari@unibo.it, www.linkedin.com/in/simone-massari-27041991

PROFESSIONAL EXPERIENCE

May 2021 – Today

Head of Beyond Insurance Strategy & Project Management | UnipolSai Assicurazioni S.p.A.

- *Coordination and monitoring of the overall program of Beyond Insurance projects (+300 projects)*
- *Support to CBIO & Business Functions in the collection and evaluation of new projects (market analysis, opportunity evaluation, business model definition, ...)*
- *Definition and review of industrial processes of Unipol "Beyond Insurance" Companies (+10)*
- *Coordination and management of extraordinary operations (drafting of work program, coordination of activities, stakeholder management, ...)*
- *Chief Beyond Insurance Officer Agenda management (coordination of meetings with internal and external stakeholders)*

Sep. 2018 – Apr. 2021

Senior Associate - Monitor Deloitte | Strategy Consulting

- *Strategic Support in the design and definition of a new stores' network set-up for a primary Italian Energy player*
- *Support in the definition and implementation of an Insurance Group Mobility Strategy; support to the client on E2E services, from TOM definition to M&A*
- *Support in the definition and execution of an Insurance Group Beyond Insurance plan made by several innovative initiatives on three ecosystems (Mobility, Health and Property)*
- *Development of Monitor Deloitte Italy "Smart Mobility" offering. Activities include: Research on Italian Automotive industry (focused on Long Term Car Rental); Study of New Sharing Mobility models; Study of New Mobility ecosystem (presented to institutional Clients); Sharing Mobility Conference organization; realization of media plans, internal workshops, CEO Labs*

Sep. 2017 – Sep. 2018

Associate, Senior Consultant - Monitor Deloitte | Strategy Consulting

- *Support for managing a new strategic partnership between top a tier insurance and a LTR player, designing business concepts, commercial and operating models*
- *Support for the execution and strategic PMO of the 2016 - 2018 Innovation program (+ 40 projects) for the largest Italian Motor Insurance Group*

Sep. 2016 - Sep. 2017

Consultant - Monitor Deloitte | Strategy Consulting

- Gained a wide range of skills through projects concerning:*
- *Support for Strategic PMO (Top 2 Italian Insurance Group)*
 - *Strategic business planning*
 - *Internal project for developing new products' offering (i.e. innovative projects in the Insurance Industry). Activities include: target model definition, partners scouting, due diligence, business casing*

Mar. 2015 - Sep. 2016

Analyst - Deloitte Consulting | Strategy Consulting

- Customer journey re-evaluation for a major Italian financial group (Area: Strategy & Organization):*
- *Assessment and benchmarking of clients' touchpoints*
 - *Identification of strategic options*
 - *Target model design*

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EDUCATION

- Aug. – Dec. 2014 Exchange Semester at Ryerson University, **Master in Business Administration (MBA)** Program - Ted Rogers School of Management, Toronto, Canada
Courses: *Accounting and Finance for Today's Managers (A-), Organizational Change (A-), Managing in a Diverse World (A-), Regulation Government and Socially Responsible Management (A)*
- 2013 - 2015 **MSc in Economics and Business Administration, International Business** at Copenhagen Business School (*course entirely thought in English*)
Final Bachelor Thesis: *"Internationalization of a Chinese IT Outsourcing Service Provider: A qualitative and comparative approach across the European Region"*
- 2010 - 2013 **BSc in Business Administration (BA), Business and Economics** at University of Bologna, Italy (*International degree entirely thought in English*) Graduated with: 103/110 corresponding - A in ECTS scale
Final Bachelor Thesis: *"The recent transformation of the sugar industry and sugar market as a commodity market"*
Studies Abroad: 2012-2013, Full-year Erasmus, Lifelong Learning Programme (LLP) at Edinburgh Napier University, Scotland, at Edinburgh Institute of Leadership & Management Practice
- 2005 - 2010 **Upper-School leaving certificate** (Liceo Scientifico Sperimentale), at *Liceo M. Malpighi di Bologna, Italy*
Studies Abroad: Semester at Iona Preparatory School of New Rochelle, New York, where it was been attended part of the fourth year of high school

TEACHING EXPERIENCES

- 1] Module "Mobility Ecosystem" for UnipolSai Agents (2022, 2023)
- 2] Project Management, Change Management & Effective Communication, Workshop for Unipol Group Project Managers (2023)
- 3] Course "Mobility Specialist" for UnipolSai Agents (2022, 2023)
- 4] Invited Speaker at University of Bologna, Law and Economics, Strategic Management of The Financial Sector: UnipolSai, its transformation journey and Management Consulting (2022)

PUBLICATIONS

- 1] Poggi A., Barbieri G., Onorato L., Gargani G., Massari S., (2019), Shifting gears into new mobility in Europe, Overtaking old habits. *Deloitte Insight*, <https://www2.deloitte.com/za/en/insights/focus/future-of-mobility/shifting-gears-into-new-mobility-in-europe.html>
- 2] Poggi A., Barbieri G., Onorato L., Gargani G., Massari S., (2019), Mobility Boost, si apre una nuova fase: COVID-19, Impatti sul futuro della mobilità, *Deloitte Article*
- 3] Onorato L., Gargani G., Barbieri G., Massari S. (2018), Nuova Mobilità: quali impatti e opportunità. *3° Rapporto Nazionale sulla Sharing Mobility*

CONFERENCES AND PRESENTATIONS

- 1] Massari S., Mobility Ecosystem: Beyond insurance vehicle-related services. Euresa 2022 Innovations Forum; Niort, 2022
- 2] Massari S., Beyond Insurance: Change Management & New way of working. UnipolSai Beyond Insurance Community Meeting; Bologna, 2022

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- 3] Onorato L., Gargani G., Navurunnage L., Massari S., Nuova Mobilità: si apre una nuova fase. IV Conferenza Nazionale sulla Sharing Mobility – Less Cars; Rome, 2020
- 4] Onorato L., Gargani G., Barbieri G., Massari S., Nuova Mobilità: quali impatti e opportunità. III Conferenza Nazionale sulla Sharing Mobility; Rome, 2019
- 5] Gargani G., Massari S., The New Mobility: Impact and opportunities. Deloitte NSE Automotive Meeting; Milan, 2019
- 6] Massari S., Nuova Mobilità: quali impatti e opportunità. Match-ER – International Open Innovation Program (Regione Emilia Romagna); Bologna, 2019
- 7] Onorato L., Gargani G., Barbieri G., Massari S., Nuova Mobilità: impatti ed opportunità per gli attori coinvolti. II Conferenza Nazionale sulla Sharing Mobility; Rome, 2018

EXTRACURRICULUM ACTIVITIES

- 2008 - Today **Volunteer** at "Fondazione Banco Alimentare Onlus" - *Poverty Alleviation, Food collecting in supermarkets for less-fortunate people and children*
- 2013 - 2015 **Elected Member in the Quality Board for the "International Business Course" as Student President**, *position of trust; task of coordinating the course together with professors and representatives from CBS;*
- 2010 - 2013 **Volunteer** at "Casa Maria Domenica Mantovani, Nazareno Cooperative Sociali" - *Social Services*
- 2009 - 2010 **Elected Member of Bologna Students Province Council**, *position of trust*
- 2007 - 2010 **Elected Member of Liceo M. Malpighi's Institute Council** (Bologna), *position of trust*

COURSES AND CERTIFICATES

- Jan. – Jun. 2013 Modelling for Business & Statistics, Advanced Excel applied to Business

LANGUAGES

- Italian **Native Speaker**
- English **Advanced level**, written and oral - TOEFL iBT 26/07/2013

IT

- XLS, Word, PPT **Very good knowledge** of Excel, PowerPoint and Word

LEISURE INTERESTS

Sports: After practicing various sports since childhood, for the past few years I have developed an unbridled passion for triathlon, a sport that is more than a sport. A sport that educates determination and discipline. A sport that teaches how to manage one's energy and how to cope with all kinds of difficulties.