Massimo Greco

Project Manager · Production, ERP and Business Intelligence

Brescia, Italy · linkedin.com/in/massimogreco · Updated September 2026

> PROFILE

Computer engineer with over 25 years of experience in business software: deep technical skills — enterprise development, business intelligence, systems — combined with five years of sales management, with direct responsibility for budget and sales network.

Today I help manufacturers adopt production software: I turn factory processes into software configurations, introduce a structured approach to planning and turn business data into reports that management can actually use.

My path — developer, BI manager, IT manager, sales director, project manager — lets me talk just as naturally with IT, production and management.

> SKILLS

Project management	ERP implementation projects from analysis to go-live: planning, resource coordination, milestone tracking, stakeholder management.
ERP consulting	Agilis proprietary software for production: process analysis, solution design, configuration, go-live support and training.
Production planning	MRP logic and the Demand Driven approach (DDMRP), materials and production capacity management.
Business Intelligence	QlikView, data modelling, management dashboards for sales, administration and senior management.
Software development	In-depth knowledge of best practices and the main enterprise patterns. Over ten years of experience as a .NET developer. Mobile development experience on Android and iOS, in both Objective-C and Swift.
Systems and infrastructure	IBM iSeries / AS-400, Windows Server, Linux, Microsoft SQL Server.
Sales management	Sales budgets by channel, statistical analysis and corrective actions, agent network coordination, e-commerce and digital presence.
Communication	Public speaking, conflict management, time and priority management, individual coaching.

> EXPERIENCE

01/2019 – Present

Project Manager

Master House Srl — Omega Gruppo

Brescia · Business software for the manufacturing industry

- Leading implementation projects for the Agilis proprietary software in production: planning, coordination of technical resources, milestone tracking and customer relationship management.
- Application consulting on production processes: as-is analysis, solution design, configuration, plus go-live and user support.
- Link between shop-floor needs (planning, progress tracking, production control) and software development: requirements gathering, functional specifications, release verification.
- Key user training and post go-live support, with a focus on real adoption of the tool.

- Applying Demand Driven principles (DDMRP) to the planning of materials and production capacity.

09/2015 – 12/2018

Sales Director
Level Srl

San Zeno sul Naviglio · Start-up in the model-making sector

- Sales management during the start-up phase: building the offer, setting the price list, developing the sales network and distribution channels.
- Responsibility for the sales budget across specialist retail and e-commerce.

07/2010 – 07/2015

IT Manager, then Sales Director and Web Sales Manager
Hornby Italia Srl

Borgosatollo · Italian branch of an international model-making group

SALES MANAGEMENT

- Drafting the sales budget for the traditional and web channels; statistical sales analysis and corrective actions.
- Performance monitoring, motivation and coordination of the agent network; direct customer visits to solve critical issues.

DIGITAL CHANNEL

- Launch and management of the company's e-commerce operations, with consistent double-digit growth; responsibility for the web sales budget.
- Managing social channels and industry forums, attending trade fairs for direct contact with customers.

INFORMATION TECHNOLOGY

- Responsibility for the entire IT infrastructure: Windows Server 2008 R2, Linux, IBM iSeries.
- Design and management of company reporting supporting sales, administration and management with the QlikView suite.

09/2000 – 07/2010

Developer, Project Manager and BI Manager
Master House Srl

Brescia · Software house

- Development and management of software projects in Microsoft (Visual Basic, C#) and Java environments, as project manager.
- From 2006, head of the Business Intelligence section, specialising in QlikView: information needs analysis, data modelling and dashboard development.
- Integration between .NET platforms and IBM AS-400 systems.

> EDUCATION

Degree in Computer Engineering
Politecnico di Milano

Thesis: "Design and implementation of a visual editor for business processes using BPMN notation" (original title in Italian)

Accounting and Commercial Diploma
ITC M. Ballini, Brescia

> TRAINING

METHOD, PLANNING AND STRATEGY

- Demand Driven MRP (DDMRP) — Omega Academy, November 2022.

- Business Model Canvas — Omega Academy, 2022, four sessions.

MANAGEMENT DEVELOPMENT AND COMMUNICATION — CASSIOPEA PROGRAMME, VERONA (2022)

- Public speaking and Oratory Training.
- Conflict management.
- Time and priority management.
- Individual coaching.
- Manager 2.0, social networks for business development — Quadrifor / Amicucci, Milan.

CERTIFICATIONS AND TECHNICAL TRAINING

- Microsoft certifications — 70-290 (Windows Server), 70-229 (SQL Server), 70-175 and 70-176 (Visual Basic, distributed and desktop applications).
- Microsoft Official Curriculum — Exchange Server, Windows Server administration, Visual Basic .NET programming; Java and AS-400 programming.
- Ongoing online training — Bitcoin and Cryptocurrency Technologies (Princeton), iPhone and iPad Application Development CS193P (Stanford), Gamification (University of Pennsylvania), Xamarin Forms and C# (Microsoft Virtual Academy).

> PUBLICATIONS

- “Enterprise Java Beans da zero” — *Computer Programming* no. 126, July-August 2003 (in Italian).
- “Collegarsi ad AS-400 con .NET sfruttando Java” — UGIdotNET, May 2005 (in Italian).

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