



MARCO BERTOLAZZI

International Business
Development Manager

(Head of the Business Development Department)

**“Curiosity is the Main Driver of
Innovation”**

INFO



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PROFESSIONAL SKILLS

- Product Development
- Project Management
- Licensing
- Contract Management
- Plant Breeding
- Trial Coordination
- Branding & Positioning
- Team Management
- Leadership
- Negotiation
- Constant Learner
- Microsoft 365
- Software Development

LANGUAGES

1. Italian (Native or Bilingual)
2. English (Fluent)
3. Spanish (Fluent)
4. French (Good)



ABOUT ME: A BRIEF INTRODUCTION

Right after the completion of my master's degree, I immediately started to cooperate with the technology transfer office of the **University of Bologna**.

Here I had the occasion to build the basis of my professional career, gaining in-depth knowledge in the **breeding, evaluation, commercial development and management of the new plant varieties and associated trademarks**. The subsequent work experience at **CIV** consolidated such skills and let me expand my knowledge in more managerial subjects, such as **accounting, general management, project management, marketing, team management, etc.**

In these years, I realized that **innovation plays a pivotal role** in any business.

However, innovation must firstly occur in our minds.

Indeed, only by embracing innovative thinking it would be possible to find out the right solutions for **shaping modern ventures and new effective value propositions that are not only worth for the final customers, but also to all the involved stakeholders.**



EXPERIENCES

INTERNATIONAL BUSINESS DEVELOPMENT MANAGER

(Head of the Business Development Department)

@ **Consorzio Italiano Vivaisti - Ferrara, Italy**

July 2019 - Present

1- CONTRACT MANAGEMENT

Management of the current business projects (and related contracts) relative to all CIV varieties (Strawberry, Apples basically) worldwide.

2- ADVANCED TRIAL COORDINATION & SCOUTING

- Elaboration, implementation and management of strategies and projects aimed at effectively evaluating advanced selections (pre-commercial varieties) in order find out their value for cultivation and use (agronomic and commercial potential), namely VCU.

- Scouting of new third-party varieties (to be managed), thus establishing trials involving the main stakeholders of the sector to find out their VCU.

3- BRANDING & POSITIONING

Creation of new figurative marks (logos), which capture the differentiating features of a given new variety, to position its branded fruit in the current marketplace.

4- BUSINESS MODEL ELABORATION

- Market analysis and elaboration of commercial strategies.

- Finding new customers, markets, and opportunities.

- Elaboration of business model, for the launch of new apple & strawberry varieties worldwide, able to coordinate all stakeholders of supply chain, thus creating benefit for all of them and to end-customer.

5- NEGOTIATION & LICENSING

- Negotiation of any type of commercial agreement, which quite often entails the licensing of IP rights (e.g.: PBRs, trademarks, etc.).

- Negotiation of service and research agreements (e.g.: propagation of test plants by contracted nurseries, funding of research breeding programs, etc.).

6- PROMOTIONAL ACTIVITIES

- Drafting of promotional articles about new varieties.

- Organization/participation of/to field-days, tradeshow, congresses, etc.

- Social media management.

7- IP RIGHT PROTECTION & INTRODUCTION ABROAD

Coordination of any necessary activity to effectively protect IP Rights in the target territories (including the variety shipment into quarantine stations).

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8- ACCOUNTING & BUDGETING

Elaboration of annual budget estimate & managerial accounting.

9- TEAM MANAGEMENT

Management of the IP Protection and Variety Development department, by coordinating task allocation and prioritization and creating a common vision and team culture.

VARIETY MANAGER (BUSINESS DEVELOPMENT) @ Consorzio Italiano Vivaisti - Ferrara, Italy

July 2017 – June 2019

At CIV, I primarily dealt with Apples, Strawberries, Pears and Apple Rootstocks. The activities and tasks I was responsible for were mainly related to sections 2, 3, 4, 5, 6 as reported in the first job experience.

SIMILARITIES WITH UNIBO JOB EXPERIENCE

At CIV I have not been involved in any breeding activities, as reported below in the Unibo job experience.

DIFFERENCIES WITH UNIBO JOB EXPERIENCE

- At CIV I also started to manage other people in my team and dive more into accounting and budgeting tasks.

PLANT VARIETY MANAGER (BUSINESS DEVELOPMENT) @ University of Bologna - Bologna, Italy

Dec. 2013 - June 2017

At Unibo, I primarily dealt with Apples, Cherry and Pears. The activities and tasks I was responsible for were mainly related to sections 2, 3, 4, 5, 6 as reported in the first job experience.

- Technical management of the evaluation of the plant selections/varieties (mainly related to the Cherry and Pear species).

- Supporting the UNIBO Cherry Breeding Team in carrying out the most relevant activities (crosses, seedling plantation & selection, qualitative and quantitative evaluation of the cherry selections, etc.).

TRAINEE @ University of Bologna - Bologna, Italy

Mar 2010 – July 2010

Management of crop protection from the main biotic diseases; Design of crop fertilization program and experimental trials.



EDUCATION

QUANTIC EDU (2021 -2022)

Executive MBA

Field Of Study: Business Administration, Start-Up, Innovation and Technology

UNIVERSITY OF BOLOGNA / (2011 - 2013) / two full semesters

UNIVERSITÄT FÜR BODENKULTUR WIEN / (2013 – 2013) / one full semester

TECHNISCHE UNIVERSITÄT MÜNCHEN / (2012 – 2012) / one full semester

Master's degree Name: International Master in Horticultural Sciences / **Field of Study:** International Agriculture

UNIVERSITÀ DI BOLOGNA / UNIVERSITY OF BOLOGNA / (2008 – 2011)

First Degree Name: Bachelor of Technology (B.Tech.) / **Field of Study:** Agriculture, Agriculture Operations, and Related Sciences



CERTIFIED COURSES

WIPO: WORLD INTELLECTUAL PROPERTY ORGANIZATION / (2015 – 2018)

2018 - DL-511 Software Licensing Including Open Source

2016 - DL-302 Trademarks, Industrial Designs and Geographical Indications

2015 - DL-450 Intellectual Property Management

UPOV: THE INTERNATIONAL UNION FOR THE PROTECTION OF NEW VARIETIES OF PLANTS (2014)

2014- Training Course, DL-205 Introduction to the UPOV System of Plant Variety Protection under the UPOV Convention

I HAVE BEEN CONSTANTLY TAKING VARIOUS COURSES ON COURSERA.org & Udemy.com SINCE 2016.