

Founders Profile

Management3 founders have gained their **professional experience** delivering results for **international leading organizations ...**

Marco Biccocchi Pichi

Management Consulting

- **A.T. Kearney** : Associate Director
- **Booz Allen Hamilton** : Principal
- **Etnoteam** : Vice President e-Business Consulting
- **Ernst & Young Consultants**: Senior Manager

Corporate Management – Marketing & Strategy

- **Unicoop Tirreno**: Chief Marketing Officer
- **EDS Electronic Data System**: Marketing Director
- **BULL Information Systems**: Business Strategy

Neil Fryer

Corporate Management – Sales & Marketing

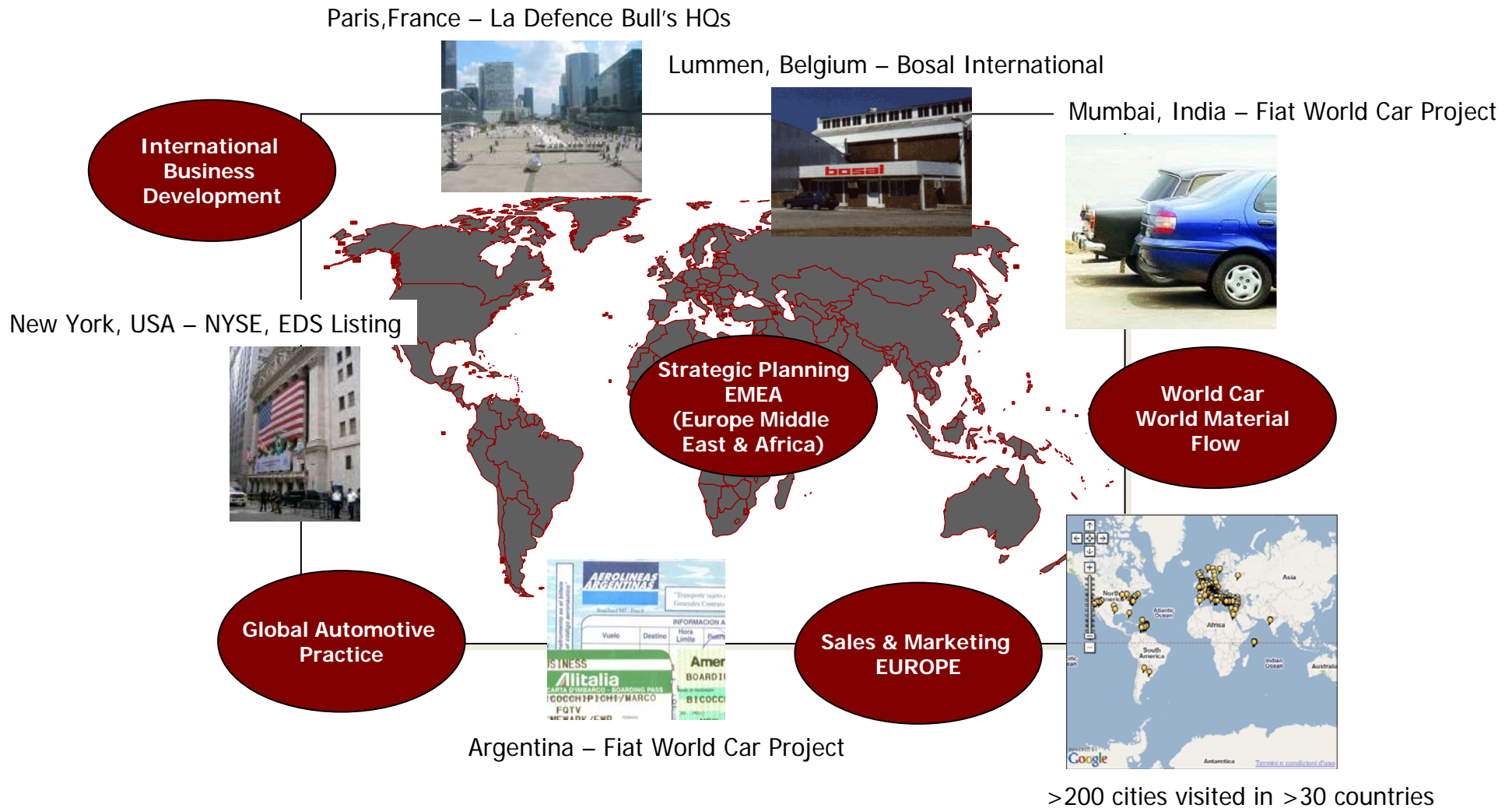
- **Fiat Group Automobiles**
 - Vice President Parts & Services Europe
- **Bosal International**
 - Commercial Director Aftermarket Europe
- **TRW – LUCAS**
 - G. Manager Sales & Distribution Europe
 - G. Manager UK Distribution
 - Marketing Manager Electrical Products
 - Commercial Director, Lucas, Italy
 - Bus. Dev. Mngr. International Operations



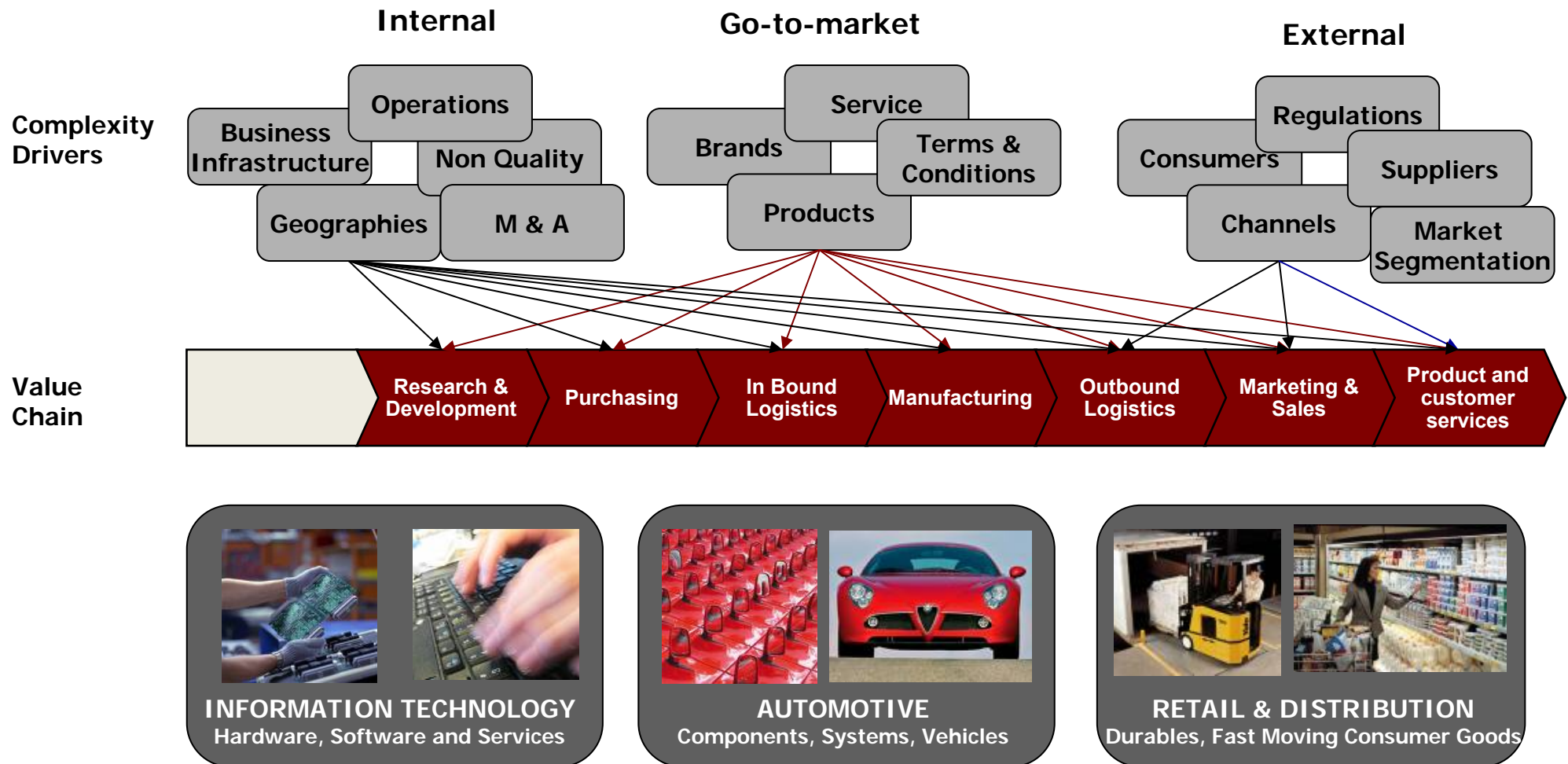
... have worked for **blue chip organizations and clients** adding significant value in different aspects of their business ...



... are **world citizens**; who appreciate cultural differences and business challenges working and living cross borders ...

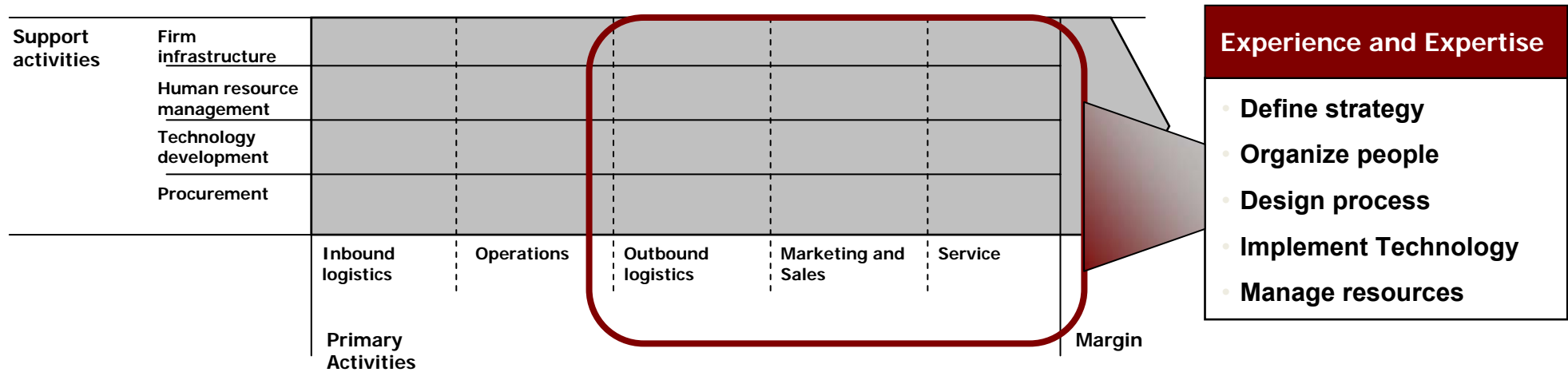


... have developed core functional and process competencies in **complex value chains industries ...**

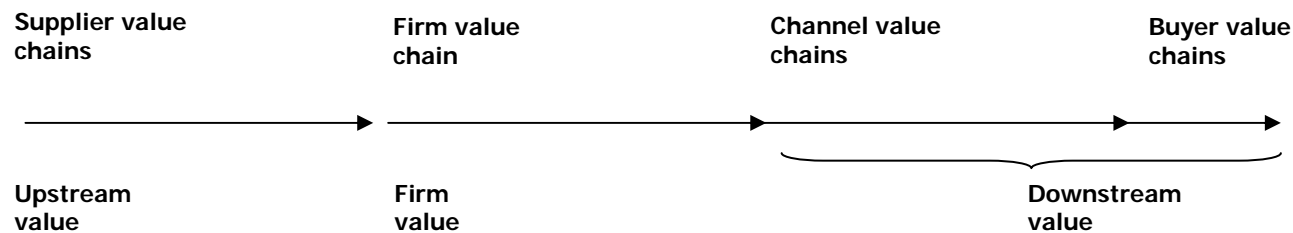


... their functional and process experience and expertise is focused in the **customers, channels and markets** value chain intersection ...

The value chain



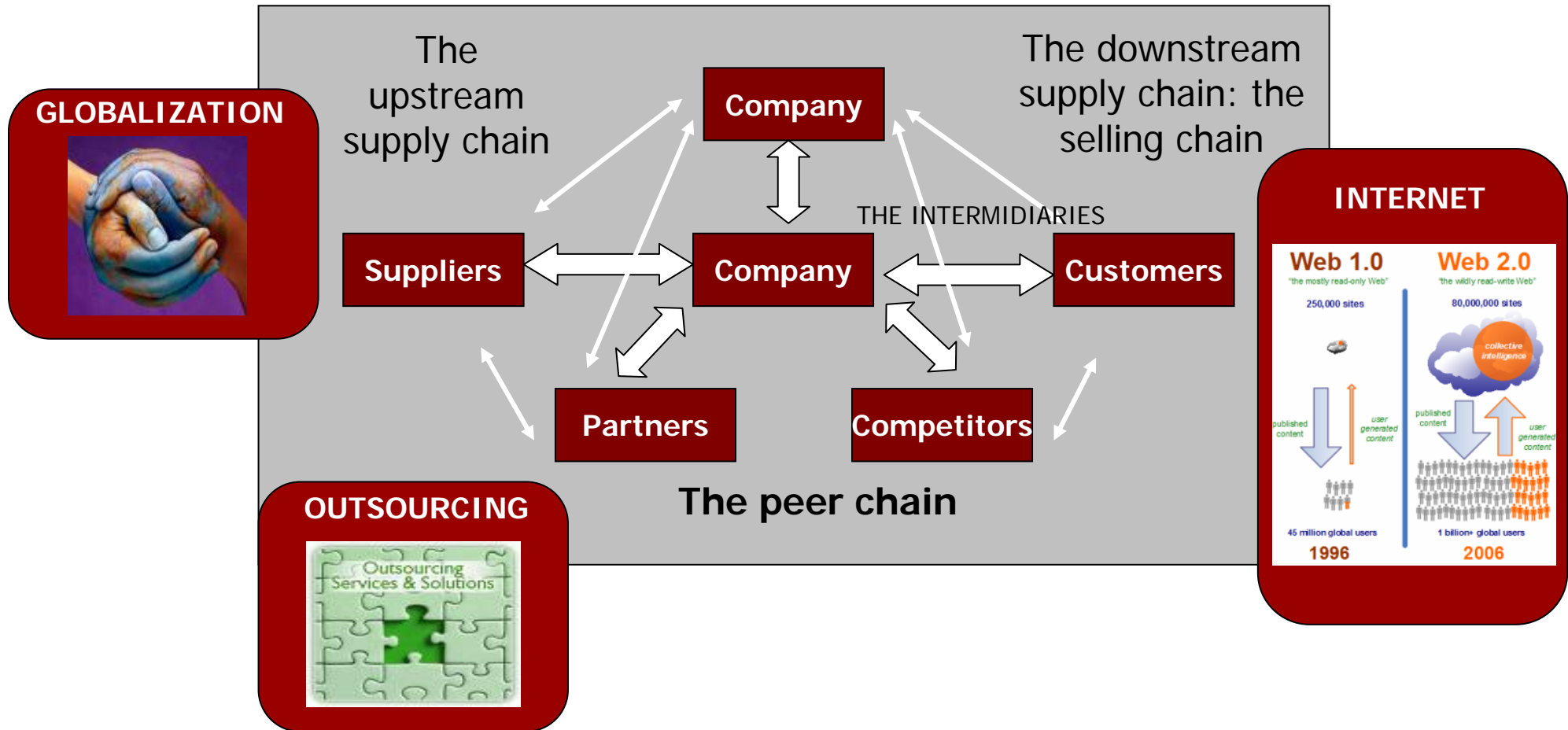
The value system



Porter M, Millar VE (1985): *How information gives you competitive advantage* Harvard Business Review Vol. 63 Issue 4 Jun/July 1985 pp 149-160 / pg 151

... have competence and experience in the changing business landscape of **value networks** ...

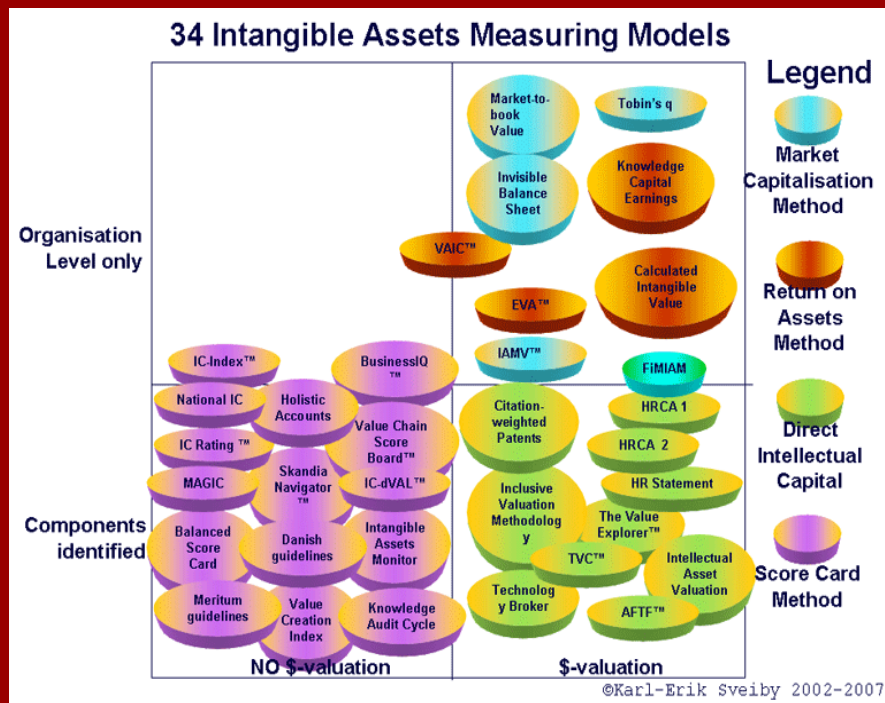
From value chains to value networks



... and are committed to **continuous learning** to keep the “big picture” under control in the intangible assets economy

Intangibles assets value are prevalent in determining companies market value

Intangible Assets Measuring Models



Value Network Analysis Diagram



<http://www.sveiby.com/Portals/0/articles/IntangibleMethods.htm>

Verna Allee, 2000, Published in Journal of Business Strategy, Vol 21, N 4, July-Aug 2000 Page 5