

**MASSIMO ANDREA RUSSO**  
**79 Williston Rd.**  
**Brookline, MA 02445**

Senior executive, management consultant, executive coach and board member focused on helping technology and industrial companies with strategy and operational excellence

**experience**

**LAUNCHPAD VENTURE GROUP**

2022-Present Angel Investor focused on B2B SaaS and industrial technology companies

**PROFIT ISLE**

2022-Present Advisory Board for MIT-founded enterprise SaaS company focused on big data profit analytics

**STANFAST ADVISORS**

2022-Present Principal, independent consulting and executive coaching focused on non-profit board roles

**THE BOSTON CONSULTING GROUP**

**BOSTON, MA**

2022-Present *Senior Partner Emeritus, Senior Advisor, and Executive Coach*

Part-time BCG Senior Advisor and Executive Coach working with BCG teams and clients

2001-2022 *Senior Partner and Managing Director*

Fellow, BCG Henderson Institute

- One of 20 Fellows appointed by CEO for three year fellowship to focus on innovation
- Author of numerous publications focused on data economy and IoT ecosystems (available on BCG.com)

Leader of BCG's Technology Advantage practice in North America

- Practice area leader for \$250M functional practice responsible for all IT and technology advisory services in US and Canada, including big data, digital transformation, IT strategy and operating model design
- P&L responsibility including offer development, recruiting, career development, strategic planning and daily operational activities. Tripled practice revenues and headcount over 5-yr tenure while delivering above BCG average billability
- Chairman of the Board for Platinion, BCG's IT implementation subsidiary in the NA. Responsible for strategy and business plan, recruiting leadership team, ongoing operations and integration with broader BCG services. Bootstrapped and grew business from start to over \$30M and 60 employees in 3 years, profitable in every year

Client service partner – focus on Industrial Goods, Automotive, High Tech, Financial Services

- Lead client partner for \$40B Industrial conglomerate operating in environmental and industrial controls, aerospace, and specialty chemicals. Responsible for CEO and BU President relationships. Grew account to \$5M in revenue. Led projects in organization design and restructuring delivering over \$120M of cost reduction, M&A due diligence of \$5B acquisition – largest in client's history, as well as supporting the Vice Chairman responsible for M&A to assess multiple market spaces. Led effort to assess client's software business and practices as client was establishing new SW business lines and capabilities – led to creation of separate SW entity and launch of new SW center.
- US client lead for \$10B global elevator manufacturer: Led major programs to improve operational performance including: new service model to improve field force productivity, supply chain restructuring, designed and implementation of pricing tool delivering 3-5% points of incremental profitability across product lines. Initiatives drove margin from 6% to over 10% in 3 years
- Lead partner for \$5B global logistics player in truck rental, leasing, and logistics space. Own relationship with CEO, CMO, CIO. Build new digital business based on data aggregation platform across diverse telematics providers to enable new service offers. Partnered with external PaaS and data analytics provider (Pivotal) and delivered fully operational solution in less than 9 months

employing agile methods. Developed pricing strategy, go-to-market approach, and organization design needed to support new business

- Adjacency growth strategies: worked with clients to identify opportunities to expand from core business to new markets in automotive, semiconductor, and power distribution businesses
- IT strategy and operating model designs for global aerospace provider, public utility, aluminum manufacturer, automotive OEM and Tier 1 supplier
- Post merger integrations: Led integration of global electrical equipment manufacturer, delivered over \$300M in merger synergies, exceeding targets.
- Other restructuring experiences include:
  - Multi-year profit improvement initiative, including IT-driven business process efficiencies, for benefits outsourcing company – improved cost structure by \$150M over 24 months
  - Product and technology simplification initiative for a business information services provider
  - Turnaround of large business process service provider, including IT function cost reduction
  - Delaying and organization design of financial services business unit, delivered \$250M in savings from organizational restructuring over 6 months

**THE GENERAL ELECTRIC COMPANY, Aircraft Engines Division**

**BOSTON, MA**

1999-2001 *Global eStrategy Leader*

- Leader of DYB.com (“Destroy Your Business”) strategy group to identify new B2B opportunities and threats for GE’s \$11B aircraft engine business.
- Negotiating partnerships and alliances for aviation emarketplace and other portals. Responsible for all eBusiness joint ventures and acquisitions.

**THE BOSTON CONSULTING GROUP, INC.**

**BOSTON, MA**

1996-9/99 *Case Leader (focus on IT and eBusiness) and consultant*

**PRODUCT GENESIS**

**CAMBRIDGE, MA**

Product development and engineering design firm, specializing in product strategy, user needs analysis, industrial design, mechanical and electrical engineering. Clients range from startup to Fortune 500 companies in medical device, industrial, and electronic consumer product industries.

1993-1994 *Director. Member of the management team responsible for managing operations including sales, client development, and program management. Portfolio available upon request, significant projects include:*

1990-1993 *Senior Mechanical Engineer*

**education**

1994-1996 **HARVARD UNIVERSITY GRADUATE SCHOOL  
OF BUSINESS ADMINISTRATION**

**BOSTON, MA**

Master in Business Administration, June 1996. Awarded First Year Honors. Selected by faculty to tutor first-year students. Concentration in Finance and Operations Strategy

1988-1990 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY**

**CAMBRIDGE, MA**

Master of Science degree in Mechanical Engineering, June 1990. Research Assistant at the MIT Media Laboratory. Thesis on the "Design and Control of a Force Feedback Joystick" at the MIT Media Laboratory.

1984-1988 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY**

**CAMBRIDGE, MA**

Bachelor of Science degree in Mechanical Engineering, June 1988  
Concentration in Economics. Member, Pi Tau Sigma Engineering Honor Society.

**publications**

Author of BCG Perspectives on: Numerous publications available on BCG.com on the Data Economy, IoT Business Models and Ecosystems, Quantum Computing, and innovation in automotive industry

**personal** U.S., Italian, and German citizenship. Fluent in German, some French