MM

CONTACT

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BASED IN
Bangkok, Thailand

LEADERSHIP CAPABILITIES

- Country strategy & market development
- P&L, budgeting & performance reporting
- Commercial leadership & business development
- Organizational development & team building
- Operational performance & service quality
- Customer, carrier & agent negotiations
- Air & ocean freight
- Warehousing, distribution & import/export compliance

LANGUAGES

Italian — native

English — professional

Thai — working knowledge

EDUCATION

Diploma in Business and Technology
Don Calabria, Verona, Italy · 1992 – 1995

Massimo *Massarola*

LOGISTICS EXECUTIVE · COUNTRY LEADERSHIP · P&L & COMMERCIAL STRATEGY

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30+ years in logistics

6 countries worked in

3 country leadership roles in Thailand

EXECUTIVE PROFILE

International logistics executive with more than 30 years of experience across Thailand, Hong Kong, China, Cambodia, Brazil and Italy. Managing Director and Country Manager experience spanning country strategy, business establishment, P&L ownership, budgeting and commercial development. Combines sales leadership with operational and financial accountability, team building and international partnership development. Brings a broad freight forwarding and supply chain perspective to a CEO mandate focused on sustainable growth, organizational performance and market positioning.

PROFESSIONAL EXPERIENCE

Managing Director
Feb 2024 – Present
SPARX Logistics Thailand

- Established the Thailand office, recruited the initial team and built the local freight forwarding operation, creating the foundation for country business development.
- Lead local sales and operations planning against annual business objectives, aligning commercial priorities with service delivery and organizational capacity.
- Develop relationships with customers, carriers, airlines and overseas partners; connect Thailand opportunities with the wider SPARX network to support market expansion.

Country Manager
May 2018 – Jan 2024
MM Logistics, Thailand

- Held country P&L accountability, set annual budgets and reported business performance to headquarters, linking financial oversight with country business priorities.
- Developed the country commercial strategy and negotiated customer and partner agreements to support business development and market positioning.
- Coordinated departments around operational objectives, aligning commercial activity with execution and country performance.

Country Manager
Nov 2015 – Apr 2018
Savino Del Bene, Thailand

- Led Thailand freight forwarding and logistics activities with responsibility for country P&L, quality control and supply chain performance.
- Prepared budgets and regular headquarters reporting; balanced commercial priorities with operational requirements and service quality.

Business Development Manager
Sep 2013 – Nov 2015
cargo-partner, Hong Kong

- Developed logistics and supply chain business in South China, building customer relationships and identifying warehousing opportunities.

Logistics Manager
Jan 1998 – Aug 2013
Maimex Far East Ltd, Hong Kong

- Managed logistics and distribution across Hong Kong, Shanghai, Cambodia and Brazil, overseeing regional operating performance and financial accountability.

Warehouse Manager
Sep 1990 – Jan 1998
Raule SpA Freight Forwarder, Italy

- Managed warehouse operations within an international freight forwarding environment.