

MARIO BORIS CURÁTOLO (PhD, MA, BA Hons)

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PRESENT POSITION: Chief Executive Officer of MBC, Switzerland MANAGEMENT BUSINESS DEVELOPMENT TRAINING CONSULTANT

I am an accomplished management training consultant with an overall experience of 25 years and a proven track record in the development and implementation of organizational change programmes.

Areas of Expertise

- Strategic Planning
- Management Coaching
- Personal & Organizational Transformation
- Action Learning (action enquiry)
- Performance Improvement Management
- Change Management
- Executive MBA Online teaching
- Organizational Learning
- Entrepreneurship
- Leadership Acumen

Career Highlights

Key Contributions

- Conducted On-line Executive MBA for Professionals in Asia on: Problem Solving and Decision Making
- Used Coaching techniques to improve executives' performance levels
- Used team management techniques to reduced internal labour conflicts
- Used CO3 to Improve levels of organizational flexibility
- Created protocol actions to manage crises within firms
- Improved learning potential through pro-activity and empowerment
- Improved levels of management performance through ERP implementation
- Helped reduced operational costs in client firms through PLM
- Improved sales performance through the use of CRM
- Developed an Operational Manual for the implementation of TQS in client firms
- Improved levels of management performance through SCM

Awards & Recognitions

- Awarded a distinction by Keele University Athletic Union for my services as Athletic Union Treasure 1982-1983
- Recognition for serving as an official translator in the Military Olympics celebrated in Rome 1986
- Awarded the First Price to the best Business Plan at the National College of Applied Sciences Business Plan Competition in Niswa College of Applied Sciences, Niswa, Oman, 25th. of March 2015
- Recognition by Pakistani National Highway and Motorway Police for a seminar on business Management 2017
- Recognition by Comsats University Islamabad Pakistan for giving a Marketing Symposium 2017
- Recognition by the Student Start-up Business Centre of Comsats University Islamabad, Pakistan 2017
- Recognition as Keynote Speaker in the International Conference on Recent Trends in Business, Management and Sustainable Development, Manipur Institute of Management Studies, Manipur University India, Nov 2018
- Recognition by Dimapur Government College, India for giving a One-day Faculty Development Programme, March 2019
- Recognition as a Resource Person in the International Conference at Uniglobe College, Kathmandu, Nepal March 2019

- Recognition as Resource Person in the International Conclave, Department of Commerce, Aligarh University India, April, 8th. 2019
- Recognition as a Key note Speaker at the 3rd. International Conference on Global Business and Social Issues, Department of Business Administration Assam University & Youth Empowerment and Research Association, Silchar - India, January 10-11, 2020
- Addressed at Internal Quality Assurance Cell-CLIB, SRCC-University of Delhi-India on: Launching Start-ups, The success of New Mantras (15/01/2020)
- Addressed at the IPE (Institute of Public Enterprise) University of Delhi, India, on: Start-up to Scale-up: Managing Policy Interventions (16/01/2020)
- Participation at the WORLD ECONOMIC FORUM, DAVOS, Switzerland 22/01/2020, Confederation of India Industry, Swiss -Indian Chamber of Commerce.

Professional Outline

PRESENT POSITION: CHIEF EXECUTIVE OFFICER MBC MANAGEMENT BUSINESS CONSULTANTS SWITZERLAND Since December 2019

On-line Lecturer

Dec 2019-Jan 2020

FHNW – School of Business

University of Applied Sciences and Arts Northwestern Switzerland

Key Profile:

- Responsible for teaching the course: “Problem Solving and Decision Making” in the online Swiss-Asian Executive MBA programme.

Principal Research Officer

Jan 2017 – Jan 2018

Comsats University – Islamabad - Pakistan

Key Profile:

- Responsible for the development of the Student Start-up Business Centre at Comsats.
- Supervising student business plans and guiding their implementation.
- Designing the content and nature of courses to train students how to write business plans
- Teaching and tutoring and evaluating students’ business plans.
- Develop an entrepreneurship course contents and presentation techniques
- Training teachers to teach students how to write a business plan and turn their ideas into a viable businesses
- Develop the business incubators at Comsats
- Research and publish in the area of entrepreneurship
- Teach master courses in the areas of leadership and consumer behaviour

Assistant Professor in Business Administration

Sep 2012 – 2015

College of Applied Sciences – Al-Rustaq - Oman

Key Profile:

- Responsible for teaching the BA in International Business Administration. The areas taught were: STRATEGIC MANAGEMENT, ENTREPRENEURSHIP, INTERNATIONAL MARKETING, BUSINESS COMMUNICATION, INTERNATIONAL BUSINESS ENVIRONMENT, INTRODUCTION TO MARKETING
- Supervising business research projects for last year students.
- Member of the Committee of the C.A.S. Student Creativity Competition 2013-14

- Supervised the business projects of Students from Rustaq College who participated in the 2012-13 nationwide Business Project Competition of the C.A.S.
- Acted as College Local Coordinator for the area of Entrepreneurship 2012-13
- Acted as College Local Coordinator for the area of Marketing 2013-14
- Handling various other responsibilities including conducting tutorials and managing various general administrative activities

Assistant Professor in Business Administration

Sep 2009 – 2012

College of International Studies (Endicott College – Boston Mass. USA) in Madrid, Spain
(This is a US College providing US Degree and Master Programs in Spain. It offers Degree and Master Programs in Management, Business Administration and Marketing all the instruction was in English)

Key Profile:

- Taught the following courses: BA Courses: BUSINESS FUNDAMENTALS, GLOBAL MARKETING; MBA Course: MANAGING IN THE WORKPLACE
- Conducted research to develop competencies and evaluate learning capabilities of university students in business administration.
- Acted as an internal coach to facilitate engagements between American businesses in Spain and the C.I.S.

Assistant Professor in Business Administration

Sep 2007 – 2009

Universidad Miguel de Cervantes, Valladolid, Spain

Key Profile:

- Taught undergraduate Business Administration courses on: BUSINESS INSURANCE and STRATEGIC ANALYSIS OF SPANISH TOURIST MARKETS
- Conducted research on methods to develop competencies and evaluate the learning capabilities of university students in business administration; the results of this research were presented in different conferences in Spain (VIII Congreso Internacional , UEMC, Valladolid, Sept. 2008; Congreso Internacional , URJC, Madrid, Oct. 2008; II Congreso Internacional “Innovamos Juntos”, Universidad de Salamanca, Salamanca, May 2009) and the US (CCIESI , IIS, Orlando, Florida, Jul. 2009)
- Handled various other responsibilities such as conducting tutorials and supervising students research projects and managing various general administrative activities
- Conducted teacher-training seminars for junior lecturers in the department

Chief Training Consultant

Jan 2004 – 2012

Liderazgo &, Empresa Madrid, Spain

Liderazgo & Empresa is my own firm which provides on-line professional training services for SMEs in areas such as leadership, strategic management, training of trainers and performance improvement.

This firm also operates as a discussion forum on entrepreneurial and leadership topics to exchange ideas and contribute to a better understanding of how firms and entrepreneurs work

Key Profile:

- Identified, developed and implemented tailor-made management training courses to improve the leadership and management performance of SMEs of client companies
 - Helped reduced the operational costs of clients through the implementation of ERP, SCM, PLM and CRM
 - Served as a facilitator to enhance the development of protocols, team management, time management and crisis management
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Training Consultant

Ramkhamhaeng University (I.I.S.), Bangkok, Thailand

Sep 2002 – Oct 2003

Key Profile:

- Trained junior managers of foreign multinational in the following areas:
 - Performance improvement management
 - ERP, SCM, PLM and CRM methodologies
 - Management coaching with special reference to time management, crisis management, conflict management, assertiveness, public speaking and team management
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Senior Lecturer

Universidad de Salamanca, Salamanca, Spain

Sep 2001 – Sep 2002

Key Profile:

- Taught STRATEGIC MARKETING at BA level in the Business Department
 - Trained junior and senior managers in the areas of Strategic Marketing, Operational Research, Business Administration, PERT, CPM, ROI, TQM
 - Gave technical seminars on International Trade and the Informal sector at the INSTITUTUE OF SOUTH AMERICAN STUDIES (This is an autonomous Research Institute linked to the University of Salamanca involved in Comparative Economic Policy Analysis)
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Senior Lecturer

Universidad Alonso X, Madrid, Spain

(This is the largest private university in Madrid with more than 10.000 students)

Sep 1999 – Sep 2001

Key Profile:

- Taught undergraduate students in the area of Business Administration
- Supervised academic and student research activities within the Department of Management
- Conducted tutorials and managed various general administration and coordination activities

Previous Employment

Training Consultant AJICAL (Association of Young Industrialists), Valladolid, Spain	Sep 1993 – Sep 1995
Management Training Consultant ISVOR Training Europe, Madrid, Spain	Sep 1992 – Sep 1993
Training Consultant ESDEN SA, (Business School- MBA) Management Training, Madrid, Spain	Sep 1988 – Sep 1992
Training Consultant FSP Srl , Franchising Project Management Development, Milan, Italy	Sep 1987 – Sep 1988
International Project Manager SELLING Srl, Operational Marketing, Milan, Italy	Sep 1985 – Sep 1987

Educational Credentials

PhD. Futures Markets University of Wales Aberystwyth, Wales, UK	Oct 1995 – Jun 2000
MA European Economic Studies University of Exeter, Devon, UK	Sep 1984 – Jun 1985
BA (Joint Hons) Economics and Sociology Keele University, Staffordshire, UK	Sep 1980 – Jun 1984

Personal Details

- Date of Birth : 16th January, 1959
- Gender : Male
- Nationality : Italian (Swiss Residence – Permit B)
- Marital Status : Widower
- Driving License : Swiss Driving License
- Languages : Spanish, Italian, English

References available on request

- As CEO of MBC-SA, I am readily available for short-term and long-term executive management training projects anywhere in the world.
- MBC offers Universities' management departments the possibility of developing a Business Plan Course and a Business Incubator targeted to final year and post graduate University students interested in setting up their own business and becoming entrepreneurs *Please feel free to visit my website www.mbc-sa.com
- Economic conditions are negotiable