

# Massimo Ciociola

Founder & Ceo Musixmatch

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## Summary

Product-focused, balance-sheet driven entrepreneur with a 20+ year track record in pioneering, launching and growing profitable businesses in the mobile and media space with broad experience in product, business, and content development for the digital space.

I'm the founder and CEO of Musixmatch, the World's Largest Lyrics Catalog and Music Vocabulary with +60 Mln of users in the world and top awarded Mobile App by Google, Apple and Facebook.

As first mover in the mobile space i started in early 1998 with Wireless Solutions, a multi media mobile gateway platform for delivering contents in more than 100 countries over 300 mobile carriers.

Today i encourage entrepreneurs to disrupt the digital space and educate my kids to get the best out of technology.

My passions are biking, my family and Machine Learning/AI in a random order.

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## Experience

### **Founder & CEO at Musixmatch**

January 2010 - Present (6 years 11 months)

The world's largest Lyrics Destination. With +40 Mln users worldwide available on any mobile platform, Spotify, TV and web.

Best App Apple Store 2013, Best App Google Play 2014, 2015, Google i/O 2016 Google Award Nominee

### **EVP, Mobile Services at Dada**

January 2009 - December 2009 (1 year)

In charge of all Mobile Business and value added services worldwide.

Managing P&L, Product Marketing & Development, Business Development, Partnership & strategy of worth 51% of total's Dada's turnover.

Managing local business in 4 different region : Apac, Emea, Latam, North America with more than 85 people in staff.

### **Board Member at DADA.net spa**

January 2006 - December 2009 (4 years)

BOD of Dada.net , consumer subsidiary of Dada spa

## **Ceo DADA Iberia & Latam at DADA spa**

January 2006 - April 2009 (3 years 4 months)

As CEO for Iberia & Latam market launched and developed countries as Spain, Portugal, Brazil, Argentina, Mexico, America Central, managing local subsidiaries as Dada Brazil LTDA, Dada Argentina SL and Dada Iberia SL on 4 different locations: Rio de Janeiro, Buenos Aires, Mexico City, Barcelona with +80 employees

## **Country Manager Italy, Consumer Services at Dada**

January 2005 - December 2005 (1 year)

In charge of all Consumer Division

## **Mobile VAS Director at Dada**

December 2003 - January 2004 (2 months)

I was in charge of Consumer Product Marketing on Mobile VAS , Consumer Services Unit in Dada s.p.a

## **CEO & Founder at Wireless Solutions spa (Acquired by Dada spa)**

May 1998 - January 2003 (4 years 9 months)

Pioneer company in the mobile space, developed an Multimedia SMS/MMS Gateway and IM Gateway distributed over 300 mobile carriers

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## Volunteer Experience

### **Ham radio Operator at Red Cross Youth**

1998 - 2000

awesome experience

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## Courses

### **Telecommunication Engineer**

Università di Bologna

Wireless Application protocol 2.0

Telecommunication System

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## Organizations

### **Hackitaly.org**

Founder

1st italian Hackaton, with +2800 developers community

### **DroneItaly.it**

Founder

1st italian community for UAV Expert

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## Skills & Expertise

**Start-ups**

**Mobile Devices**

**Mobile Applications**

**Entrepreneurship**

**Online Advertising**

**Strategy**

**Business Strategy**

**Product Marketing**

**Business Development**

**Mobile Marketing**

**Management**

**Fundraising**

**Mobile Internet**

**Marketing Strategy**

**Joint Ventures**

**Digital Marketing**

**E-commerce**

**Digital Strategy**

**Online Marketing**

**SEM**

**Start-up**

**Digital Media**

**Mobile**

**Web Development**

**Strategic Partnerships**

**Mobile Commerce**

**Telecommunications**

**Marketing Communications**

**SEO**

**Mobile Content**

**Web Analytics**

**Negotiation**

**Mobile Technology**

**Web 2.0**

**New Media**

**User Experience**

**Mobile Software**

**New Business Development**

**Wireless**

**Android**

**Email Marketing**

**Venture Capital**

**PPC**

**Mobile Advertising**  
**Product Management**  
**Mergers & Acquisitions**  
**Artificial Intelligence**

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## Languages

|                   |                                    |
|-------------------|------------------------------------|
| <b>English</b>    | (Native or bilingual proficiency)  |
| <b>Spanish</b>    | (Native or bilingual proficiency)  |
| <b>Portuguese</b> | (Professional working proficiency) |
| <b>Italian</b>    | (Native or bilingual proficiency)  |

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## Education

### **Università di Bologna**

Telecommunication Engineer, 1995 - 2001

Grade: Interrupted (Sorry Mom!)

Activities and Societies: Fondazione Marconi

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## Interests

MTB, Drone, UAV, SAPR, Robotics, AI

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## Honors and Awards

### **Public Endorsement by Mark Zuckerberg**

Mark Zuckerberg, Facebook CEO/Founder

September 2016

<https://www.youtube.com/watch?v=m4DW-QgZ4X4>

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## 8 people have recommended Massimo

"Its truly inspiring to spend time with Massimo. His knowledge of how the new world-order works is unending. I admire his passion in dealing with uber-bits of data, coupled with his motivation of people and ideas. He makes business a lot of fun and he's the best host one could ever ask for when you visit. A great friend."

— **Denzyl Feigelson**, worked directly with Massimo at Musixmatch

"Max is unique. He is product driven entrepreneur with an excellent business sense. I saw him build musixmatch from an idea in his head into a global operation backed by a great team serving millions of happy users around the world. Be careful: His passion is contagious - I got hooked in 2010. "

— **Christopher Moser**, *Advisor, musiXmatch*, worked directly with Massimo at Musixmatch

"Simply the best! No more to say."

— **Andrea Gaudenzi**, *Co-Founder & Ceo, Real Fun Games*, worked with Massimo at Musixmatch

"Massimo is a passionate and energetic businessman, with a deep knowledge of the mobile content market in many countries, both in Europe and the Americas. His drive makes him a tough and effective negotiator, but he is also able very effectively to communicate and share his commitment with colleagues and business partners."

— **Andrew Bud**, was a consultant or contractor to Massimo at Dada

"Massimo is one of the world's pioneers in Mobile Entertainment. In 1999 he founded Wireless Solutions, offering services that are still the backbone of today's Mobile Entertainment industry. He's an energetic and incredibly talented professional, with a sharp vision for what's ahead, and makes money."

— **Marco Argenti**, managed Massimo at DADA spa

"Massimo has the instinct to understand what people like and what's the next cool thing. This is a very special talent that you can't develop: you must have it. And Massimo does. "

— **Massimiliano Pellegrini**, *CEO, Dada Entertainment Inc (a JV between Dada and Sony Music)*, managed Massimo at DADA spa

"I've had the privilege of having Max in my executive team in Dada for more than 10 years and in that time I have known Max to be a well-grounded and down to earth business partner and manager. He is a calculated risk taker, pragmatic leader and realist who seems to grasp ideas holistically whilst still taking note to the more acute details. I found this to be incredibly valuable in working with him, as it allows him (and for those who work with him) the ability to explore and understand nearly all possible perspectives to an idea and its numerous applications. He is an hard worker and value creator in the truest sense."

— **Paolo Barberis**, *Founder, Chairman of the Board, Dada*, managed Massimo at DADA spa

"Massimo was instrumental in creating the VAS industry in Italy, has remained on the forefront of innovation, and now it's exporting his knowledge and drive all around the world. If you work with mobile VAS, connecting with him is a must!"

— **Giordano Bruno Contestabile**, was with another company when working with Massimo at DADA spa