

EUROPEAN FORMAT
CURRICULUM VITAE



PERSONAL INFORMATION

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Nationality ITALIAN



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JOB EXPERIENCE

- Date (da – a) April 2025 – ongoing
- Name and address of employer **Meteocontrol – Via Mosè Bianchi 101, 20149 Milano - ITALY**
- Type of business/sector Tech, software and hardware solutions for PV and BESS monitoring
- Job Contract **General Manager meteocontrol Italia / EU South**
- Main activities and responsibilities
 - Scouting and developing business opportunities in Italy and Balcan Regions
 - General Management, Local P&L, Executive Reporting.
 - Contracts management and execution.
 - Developing Business Plan for EU South (2026-2028).
 - Developing Market Strategy, Sales Strategy and Action plan.
 - Coordinating with Marketing Department for local PR and Campaigns.
 - Coordinating with logistic and supply chain.
 - Business valuations and execution and risk assessment.
 - Managing Recruitment and hiring processes with HR department.
 - Validating and approving Sales offers and proposals.
 - Managing reporting and consolidating results.
 - Risk management and market assessments.
 - Managing relationships with key market stakeholders.
 - Managing local Team (9 people in Italy).
 - Managing product development and local R&D.
 - Participate to trade exhibitions and conferences.
 - Fostering brand awareness and Group's reputation.



- Date (da – a) November 2024 – April 2025
 - Name and address of employer **Sungrow Renewables –Milano - ITALY**
 - Type of business/sector Investment, project development, M&A
 - Job Contract **Head of M&A**
 - Main activities and responsibilities
 - Scouting and developing greenfield BESS projects in Italy.
 - General Management, P&L, Executive Reporting.
 - Contracts management and execution (M&A).
 - M&A valuations and execution and risk assessment.
 - Managing the permitting process for the development of BESS projects in Italy
 - Developing project finance solutions for market-parity projects.
 - Managing transactions of PV assets and finalizing M&As.
 - Managing the technical design and engineering phase of the systems.
 - Executing and coordinating projects feasibility assessments.
 - Executing Investment memorandum for EBMs.
 - Executing financial modeling, IRR/NPV calculations, sensitivities, Montecarlo analysis.
 - Planning operations and project management.
 - Managing reporting and consolidating results.
 - Risk management and market assessments.
 - Managing relationships with key market stakeholders.
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- From May 2024 to September 2024 – Supported the development of a Business plan for the company Zelestra Italia SRL.



- Date (da – a) December 2020 – May 2024
- Name and address of employer **Smartenergy – Piazza Cavour 1, 20121 Milano - ITALY**
- Type of business/sector Investment, project development, M&A
- Job Contract **Country Manager Italy / Managing Director SPVs**
- Main activities and responsibilities
 - Scouting and developing greenfield PV, Wind, BESS and Green Hydrogen projects in Italy.
 - General Management, P&L, Executive Reporting.
 - Contracts management and execution.
 - M&A valuations and execution and risk assessment.
 - Managing the permitting process for the development and construction of Solar PV and Wind projects size from 5 to 100 MW each plus Green Hydrogen integrated projects with FER.
 - Developing project finance solutions for market-parity projects.
 - Managing transactions of PV assets and finalizing M&As.
 - Managing the technical design and engineering phase of the systems.
 - Executing and coordinating projects feasibility assessments.
 - Executing Investment memorandum for EBMs.
 - Executing financial modeling, IRR/NPV calculations, sensitivities, Montecarlo analysis.
 - Planning operations and project management.
 - Managing reporting and consolidating results.
 - Risk management and market assessments.
 - Managing relationships with key market stakeholders.
 - Participate to trade exhibitions and conferences.
 - Fostering brand awareness and Group's reputation.



- Date (da – a) October 2018 – December 2020
- Name and address of employer **Arowya - BKW AG – Via dei Pellegrini 12, 20122 Milano - ITALY**
 - Type of business/sector M&A / Renewable Energy Asset Management / Technical and Financial Advisory (PV and Wind)
 - Job Contract **Development and Marketing Manager** – Strategic Advisory, PPA Advisory and M&A
- Main activities and responsibilities
 - Scouting and developing greenfield PV and Wind projects across the Italian, French and Spanish Markets.
 - Contracts Commercial Management.
 - Managing P&L and executive reporting.
 - Developing new business and marketing strategies.
 - Scouting sites for PV and Wind project co-development in market-parity (ground and rooftop – project size above 10 MW up to 100 MW each).
 - Developing project finance solutions for market-parity projects.
 - Managing transactions of PV assets and M&As (brownfield).
 - Developing PPA frameworks and financial models for PV power plants.
 - Managing and developing PPAs strategy for Wind and PV stakeholders.
 - PPA Advisory, PPA contract structuring, PPA tender management.
 - Corporate PPA origination, development and closing.
 - Key Accounts supervision and Sales executive reporting.
 - Set Target across Territories and run reports to MGMT.
 - Managing and organizing Marketing department and market Intelligence.
 - Participate to trade exhibitions and conferences.



- Date (da – a) January 2017 – October 2018
- Name and address of employer **Unatrac Ltd- CATERPILLAR – (Mansour House)188 Bath Rd, Slough SL1 3GA (UK)**
 - Type of business/sector Power Systems Department: Energy Storage (ESS), Microgrids – IPP Renewables – M&A
 - Job Contract **Senior Manager - Group Segment Manager, hybrid energy** and microgrids – CoE
- Main activities and responsibilities
 - Scouting the Market across 12 Countries across EU, Africa and Middle East.
 - Proven Track record in: Egypt, Ghana, Nigeria, Kenya, Tanzania, Dubai.
 - Qualify Customers and develop EPC and M&A business opportunities in Energy Storage, PV/Hybrid and PPAs via IPP model and Corporate PPAs.
 - Managing and Coordinating Business Development activities at Group Level.
 - Leading Sales Managers across the territories and supervising Sales Support Team.
 - Creating financial models for corporate PPAs (Egypt and East-West Africa focus) and ESCO models for Telecom applications.
 - Structuring business, financial and PPA models for IPP and ESCO solutions.
 - Define Action plans and GTM strategy.
 - Supervise and Lead project management Microgrids department.
 - Set Target across Territories and run reports to MGMT.
 - Managing P&L for the segment at Group level.
 - Planning Sales Activities and marketing actions to achieve the Target.
 - Create and Maintain Customer relationships across Africa and Middle East.



- Date (da – a) August 2015 - January 2017
- Name and address of employer **REC Solar EMEA GmbH – based in London (UK)**
- Type of business/sector PV Solar Modules Supplier – (Renewable Energy)
- Job Contract **Senior Manager - Regional Manager EMEA / Country Manager UK**
- Main activities and responsibilities
 - Developing new Customer relationships and Open New Channels across EMEA.
 - Proven track record in: UK, Ireland, Spain, Portugal, Greece, Italy, North Africa.
 - Opening and Maintaining Distribution Agreements.
 - Originating deals in Utility PV Utility Scale Key Markets (UK and Iberia).
 - Target and develop relationship with project Developers and Investors.
 - Track Tenders and respond to RFQs for Large Scale projects and Corporate PPAs.
 - Creating and implementing new Customers' s portfolio in CRM.
 - Developing and executing Action Plan in order to increase product awareness.
 - Check and control P&L;
 - Participate to trade exhibitions and conferences.



- Date (da – a) May 2014 - July 2015
- Name and address of employer **JINKO Solar - London based (UK)**
- Type of business/sector PV Solar Modules Supplier – (Renewable Energy)
- Job Contract **Senior Manager - Senior Sales Manager UK**
- Main activities and responsibilities
 - Tracking and developing opportunities in C&I and Large-Scale Projects.
 - Proven track record in: UK and Ireland.
 - Opening new Sales Channels.
 - Originating deals in PV Utility Scale Market in the UK.
 - Opening Distribution Agreements with local Wholesalers and PV Distributors.
 - Target and developing relationship with project Developers and Investors.
 - Track Tenders and respond to RFQs into C&I segment.
 - Creating and implementing new Customers' s portfolio in CRM.
 - Managing UK Sales Team.
 - Developing and executing Action Plan in order to increase product awareness.
 - Participate to trade exhibitions and conferences.



- Date (da – a) Year 2013 - May 2014
- Name and address of employer **Q-Cells - City Tower Level 8 | 40 Basinghall Street | London EC2V 5DE | UK**
- Type of business/sector PV Solar Modules Supplier (Renewable Energy)
- Job Contract **Country Manager UK**
- Main activities and responsibilities
 - Proven track record in: Italy, UK.
 - Managing Sales Team (2 Sales Managers).
 - Set Targets and kick off UK business from scratch (business development).
 - Check and control P&L with MGMT.
 - Developing and executing Action Plan.
 - Collaborating with Q.Cells for business development in Utility Scale projects.
 - Maintain business relationships with Key Customers and Investors.
 - Participate to trade exhibitions and conferences.
 - Developing new opportunities in Large Scale Projects.
 - Participating to trade show and seminars for Sales campaigns.



- Date (da – a) Year 2012 – 2013
 - Name and address of employer **HANWHA Q-Cells - Via S. Maria Valle, 3 – 20100 Milano - ITALY**
 - Type of business/sector PV Solar Modules Supplier (Renewable Energy)
 - Job Contract **Sales Manager Italy**
 - Main activities and responsibilities
 - Account Manager Italian Customers.
 - Proven Track record in: Italy and UK.
 - Track and develop opportunities in C&I.
 - Open new Sales Channels from scratch in the Distribution and Wholesale segments.
 - Collaborating with GTM Team for Q.Cells Acquisition and brand awareness;
 - Open brand-new Distribution Agreements.
 - Participate to trade exhibitions and workshops.
 - Sponsor Manager – JUVENTUS FOOTBALL TEAM (Seasons 2012-2013).
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- Date (da – a) Year 2011-2012
 - Name and address of employer **SAINT-GOBAIN Solar – Via Ettore Romagnoli 6 – 20154 Milano - ITALY**
 - Type of business/sector WHOLESALES – BUILDING MATERIALS – GLASS – BIPV – FINANCE.
 - Job Contract **Sales Manager and Project Manager** (Solar/PV – Renewable Energy)
 - Main activities and responsibilities
 - Area Manager Italy North.
 - Project Manager PV – (assisting construction and project finance)
 - Develop financial models for Solar PV Rooftops (rent to buy).
 - Develop and maintain Customer network located in North Italy.
 - Participate to trade exhibitions and workshops.
 - Creating Network of Installers under brand SGS PRO-PARTNERS.
 - Planning and execute training sessions to qualified installers.
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- Date (da – a) Years 2010 -2011
 - Name and address of employer **AGS Energy SpA – Via Lancetti 28 – 20158 Milano - ITALY**
 - Type of business/sector EPC – PV Solar DEVELOPER: Design and construction PV Systems, Micro-Wind systems and LED lighting systems, Energy Efficiency solutions – (Renewable Energy)
 - Job Contract **Procurement Manager**
 - Main activities and responsibilities
 - Strategic Purchasing Manager for PV Components.
 - Procurement for EPC contractors.
 - Quality Manager (ISO 9001).
 - PV Solar Trade Manager (distribution channel).
 - Tender Management.
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- Date (da – a) Years 2007 -2008 -2009
 - Name and address of employer **AGS GROUP, Ags Energy – Via Lancetti 28 – 20158 Milano - ITALY**
 - Type of business/sector Contractor – IT and Energy Consulting.
 - Job Contract **Project Manager**
 - Main activities and responsibilities
 - Business Development Manager Italy.
 - Lead generation, and business origination.
 - Managing P&L and reporting to MGMT.
 - Develop PV rooftop and ground-mount projects in Italy.
 - Originating new business opportunities in the PV rooftop Market.
 - Creating and Managing alliances with banks and leasing to provide credit to clients.
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- Date (da – a) Years 2004-2007
- Name and address of employer **Mugello Energia Srl – ENEL.SI - Via D.L.Sturzo 37/39 – 50032 Borgo S.Lorenzo (FI) - ITALY**
 - Type of business/sector EPC -Design and construction PV Solar Systems for Enel Group (Renewable Energy).
 - Job Contract Executive Director
- Main activities and responsibilities **CEO – (Company family)**

- Date (da – a) Years 2001-2004
- Name and address of employer **Pomega S.I. Srl – ENEL.SI - Piazza Garibaldi, 9 – 50032 Borgo S. Lorenzo (FI) - ITALY**
 - Type of business/sector GENERAL CONTRACTOR (Enel Group).
(SIGRAF project for Enel SpA, Replacement SMART energy meters for ENEL, O&M activities. on the electrical grid for Enel Distribuzione SpA, Public Lighting for Enel Sole – Enel Group).
 - Job Contract Executive Director
- Main activities and responsibilities **CEO – (Company family)**

- Date (da – a) Year 2001
- Name and address of employer **Elettromega System Srl – Viale Kennedy – 50038 Scarperia (FI) - ITALY**
 - Type of business/sector EPC - Civil and industrial electrical systems and O&M.
 - Job Contract **Internship**
- Main activities and responsibilities Technical Office - Writing technical specifications and estimates for civil and industrial electrical systems

EDUCATION & TRAINING

- Date (da – a) Years 1995-2000
- Name and kind of School INDUSTRIAL TECHNICAL INSTITUTE– LEONARDO DA VINCI - FIRENZE
ELECTRICAL AND AUTOMATION SYSTEMS
 - Graduate Diploma in Engineering of Electrical and Automation Systems

- Date (da – a) Year 2001-2003
- Name and kind of School UNIVERSITA' DEGLI STUDI DI FIRENZE – Business Administration



- Date (da – a) Year 2018- 2020
- Name School UNIVERSITY OF CUMBRIA (UK) – MBA, Energy and Sustainability
 - Graduate July 2020 – final grade: MERIT
 - Dissertation topic “PPAs and their role in tackling climate change”.



- Date (da – a) Year 2021– 2022
- Name and kind of School EMF – Executive Master in Finance - Corporate Finance (Business School)
 - Graduate SDA – Bocconi University (Milano)
Dec 2022

MOTHER LANGUAGE ITALIAN



OTHER LANGUAGE

ENGLISH

- Reading Fluent
- Writing Fluent
- Speaking Fluent



SPANISH

- Basic



MARKETING SKILLS

MARKETING EXPERIENCE: (sponsor Manager – Hanwha, JUVENTUS FOOTBALL TEAM)

Finally, regarding my own Marketing experience i have retained the privilege of Managing the Hanwha Solar Sponsorship for the **JUVENTUS FOOTBALL TEAM** back in 2012 and 2013. That was an excellent marketing tool to retain the Italian customers to the brand Hanwha Solar.

ASSOCIATION AND MEMBERSHIPS



IT SKILLS AND LICENSES

Good Command of Microsoft Office applications and basic Management applications as: ZUCCHETTI (Italian version)– SAP- AS400 – SALESFORCE – PRO-ALPHA, PERSONIO.

Bloomberg

REFINITIV



ORACLE
Crystal Ball

CAR LICENSE

EU / Italian car driving License

REFERECES AND WEB SITE

LINKEDIN PROFILE:

<http://it.linkedin.com/in/massimopoli1981>

Best Regards,

Massimo Poli

Latest Update: February 2026