

Massimiliano Magagni

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Education and Training

Bachelor of Arts (Level 6): First-cycle University Degree in Music Business (Distinction)

Higher National Diploma (Level 5) in Music (Distinction)

M.I. Graduate: Guitar Institute of Technology (97/100)

Languages and Citizenship

Mother tongue: Italian

Other languages: English (Excellent)

Citizenship: Italy and the United States of America.

Driver's License: Italian, issued in 1987

Professional Qualifications

American Society of Composers, Authors and Publishers (USA)

Royal Society of The Arts (UK)

Board Member of Assonanza.

Board Member of MPDA (Music Academy and Creative Hub Bologna).

Co-Founder of the Philharmonic Orchestra of Teatro Comunale Pavarotti-Freni in Modena.

Profile

Manager with over thirty years of experience in the Cultural and Creative Enterprises sector, academic and professional training, and communication/marketing. International professional experience with 10 years of activity in the United States (Hollywood), 4 years in the United Kingdom (London), and 20 in Italy. Also, professional experiences in Bulgaria, Spain, France, Switzerland, and Germany.

Personal Characteristics

Flexibility, a predisposition for initiative and leadership; pragmatism, optimism, trust, and empathy; ambition, the ability to communicate and coordinate one or more teams; a wide range of personal interests; enthusiasm, imagination, and spontaneity; the ability to organize and discipline work; the ability to balance one's time effectively.

Entrepreneurial Experiences

CITTA DELLE TECNOLOGIE, BOLOGNA IT 2023

Project presented by CHB in partnership with Alma Mater Studiorum - University of Bologna, Cineca, CNIT - WiLab, Gellify, G-Factor, TIM, Almacube, Creative Hub Bologna, ART-ER S. cons. P.A., Search On Media Group srl, Port Authority of the Northern Central Adriatic Sea (Port of Ravenna), START 4.0 with

the aim of supporting research and experimentation projects, promoting startup creation, facilitating technology transfer to small and medium-sized enterprises; with a focus on Blockchain, Internet of Things (IoT), Artificial Intelligence, 6G, and quantum technologies, all enabled by 5G technology.

DIGITAL CORNER, BOLOGNA IT 2021-2023

Project in partnership with MISTER, CNR, Proambiente, Music Academy, and Fondazione Luciano Pavarotti. The project activities involve creating immersive content that leverages the high-performance capabilities of 5G networks in terms of bandwidth and latency, to be tested through use cases during musical, educational, and recreational events.

CREATIVE HUB BOLOGNA, BOLOGNA IT 2020-2023

Co-Founder of CHB, a Multifunctional Center for the Music, Culture, and Creativity sector in Emilia Romagna, aimed at providing new resources for research and innovation in the industry, fostering the emergence and development of new businesses and their internationalization, training highly qualified skills, and generating professional opportunities for startups and creatives. Also, the project designer and winner of the Regional Economic Activities Program - Activity 5.1 - of the Emilia-Romagna Region (approved with DGR n.1357/2020 and DGR n. 1726/2020) – CUP E39J21001560007.

CSA PLAYS LONDON, LONDON UK 2013-2019

Organization, communication, planning, and realization of a contest for independent Italian artists in the capital of England. The final, after a long selection process in Italy, takes place at The Bedford in London, already a cradle of the first performances of Clash and U2. The event is organized in partnership with Unesco City of Music.

THE TALENT, IGD SPAZI DA VIVERE IT 2012-2014

Organization, communication, planning, and realization of a talent show presented by Francesco Facchinetti and held in the galleries of IGD shopping centers. In 2 years, over 80 selection days are organized, during which over 2000 young talents are selected throughout Italy. Among the centers involved: Milan, Bologna, Rome, Palermo, Naples, Catania, Livorno, Imola, Ravenna, Cesena, and many others. The event wins the 1st Prize as the "Best Italian Initiative 2012" awarded by the Italian Shopping Centers Committee.

MUSIC ACADEMY, Bologna IT 1999-PRESENT

Founder of the academy, President of the first Italian branch affiliated with the Los Angeles Music Academy.

Experience in "Education"

REGIONAL ACCREDITATION EMILIA ROMAGNA 2016-PRESENT

Designing IFTS and EQF accredited courses for Music Academy, approved by the Emilia Romagna region, in the fields of Live Entertainment and Cinematic Audiovisual (approximately % courses per year).

LONDON PERFORMERS EDUCATION BOARD, LONDON UK 2012-PRESENT

Direction and operational coordination of the largest network of music academies in Europe with 88 locations in the United Kingdom, Italy, Spain, Switzerland, Bulgaria, Germany, and South Africa. Also, the creation and coordination of over 60 educational methods for the LPEB group. Exclusive agent for Italy for the franchising of the British college LIPA by patron Paul McCartney.

COVENTRY UNIVERSITY, London UK 2011-PRESENT

Development, preparation, and educational dissemination at authorized centers for Higher Education Courses, including first and second-cycle university degrees in the field of performing arts (music, singing, dance, and technology).

PEARSON, LONDON UK 2010-PRESENT

Development, preparation, and educational dissemination at authorized centers for Higher Professional Courses in Italy, including BTEC, National Diplomas, and Higher National Diplomas in the fields of Hospitality, Chef, English, and performing arts (music, singing, dance, and technology).

MUSIC ACADEMY ON LA REPUBBLICA, ESPRESSO GROUP IT 2009

Creation, writing, and editorial planning of 10 volumes (book + DVD) attached to the national newspaper La Repubblica. These methods illustrate the teaching of guitar, bass, piano, and drums.

MIDDLESEX UNIVERSITY, BOLOGNA IT 2006-2010

Programme Leader and responsible for quality control and regulatory compliance for the Bachelor of Arts program in Contemporary Pop Music and Music Business.

ACADEMY OF CONTEMPORARY MUSIC, GUILDFORD UK 2007-2008

University lecturer in Music Business, Music Theory, Modern Guitar.

LOS ANGELES VALLEY COLLEGE, CALIFORNIA USA 1995-1999

University lecturer in Music Theory, Modern Guitar.

Performative Experience

A guitarist with extensive international experience. Artistically, he has had the pleasure of performing or participating in recording projects with some of the world's most important musicians, such as Robben Ford, Stu Hamm, Gregg Bissonette, Carl Verheyen, Abraham Laboriel, and many others.

In the early 2000s, he released the solo album "Twister" as Max Magagni, featuring rock legends like Ian Paice and Glenn Hughes (Deep Purple), Robin McAuley, Alex Alessandroni, and Paul Shortino. In the same years, he was included in the CD "Italy Plays Fender" along with other guitarists like Dodi Battaglia, Massimo Riva, Paolo Gianolio, Andrea Fornili, and others.

From 2000 to 2010, he held the position of Fender Guru, the official Italian demonstrator of Fender guitars and amplifiers, with the opportunity to perform and participate in international events such as the NAMM Show in Los Angeles, the Frankfurt Music Messe, and the Disma in Milan, Bologna, and Rimini. As a product specialist, he conducted instrument demonstrations (over 200 events), maintained relationships with retailers, promoted events, managed social networks, and handled communication.

Since 2021, he has been a co-founder of the Philharmonic Orchestra of Teatro Comunale Pavarotti-Freni in Modena.

Computer Proficiency

Owner of MacBook Pro, iMac, iPad, and iPhone.

Knowledge of Microsoft Windows operating systems (XP, Vista, 7, 8)

Knowledge of Apple OSX operating systems (Leopard, Snow Leopard, Tiger, Lion, Mountain Lion, Mavericks, Yosemite)

Microsoft Office application suite.

Knowledge of major social networks and sharing and marketing techniques, as well as digital camera usage and image processing for online publication.

Knowledge of various software (Adobe, audio and video editing, etc.).

References

PROF. LEON RUBIN

RETTORE Lasalle College - Singapore: leonrubin@gmail.com

JOE AUSENA

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SUSANNA GOLDONI

PRESIDENTE MPDA: s.goldoni@ma2000.it

FABRIZIO CREMONINI

DIRETTORE MARKETING IGD Spazi da Vivere Bologna: fabrizio.Cremonini@gruppoigd.it

GIORGIO ZAGNONI

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