

**FOR IMMEDIATE RELEASE**

**ADVANTAGE GROUP INTERNATIONAL NAMES MASSIMO NICOLINI  
NEW HEAD OF ITALIAN CLIENT SERVICES**

November 22, 2019 - Toronto, Canada – [Advantage Group International](#) (AGI) has appointed Massimo Nicolini as the new market leader for its Italian operations.

Under the local leadership of Carlo Bosio, AGI has been running relationship benchmarking programs for CPG and retail clients in Italy since 2008. As Bosio steps into retirement in 2020, Nicolini has been recruited as his successor.

Possessing over 15 years of diverse customer insight experience, Nicolini was most recently the Chief Operating Officer of Nextplora, an independent Italian insight management agency.

Prior to his role at Nextplora, Nicolini headed Client Service at Millward Brown where he supported clients spanning the FMCG, Pharmaceutical and Finance sectors for three years. Before that, he was the BU Head for Italy at Synovate Censydiam where he led both national and international research projects focusing on brand strategy, product innovation, and communication among other areas.

“With an impressive background in advanced market research principles and insight management along with a strong track record managing research projects for some of Italy’s largest consumer goods companies and retailers, we believe that Massimo will add tremendous value to our Italian operations,” says Richard Kellam, CEO of AGI. “We are especially excited about Massimo’s passion for digitization and innovation, which should prove to be a great asset as we broaden our offering into custom research projects, unveil new digital reporting platforms, and diversify into new channels and industries.”

“This is a fantastic time to be joining Advantage: they possess a clear, strong vision of the future with great projects in the pipeline. I am excited to be part of the team and leverage my background and expertise,” says Nicolini.

**About Advantage Group International**

Healthy relationships are the foundation of any successful business, large or small. Today’s ultra competitive environment demands listening and responding. Making it matter helps everyone play at the top of their game. That’s what we’ve been doing at Advantage in 40+ countries for 30+ years. Helping businesses be better together. *For more information, visit: <https://www.advantagegroup.com/>*

**For media inquiries, please contact:**

Cristina Avila, Marketing Director, Advantage Group International  
[marketing@advantagegroup.com](mailto:marketing@advantagegroup.com)