From 1972 to 1980 he worked as an analog and digital circuits designer at CGS Strumenti di Misura, developing the first electronic instrument for measuring the rolling period mean-max power in steel plants.

After CGS Massari joined Amplaid, a diagnostic instrumentation division of AMPLIFON, for ten years as project leader for acoustical admittance meters.

Since 1990 he runs Selco Engineering, a third parties design studio for medical electronics equipments in audiologic and neurologic fields, focused on the application of the next generation electronic devices like SOCs and analog front-ends to advanced embedded systems.