

INFORMAZIONI PERSONALI

Paolo Piazzalunga

📍 Via Tetti Fasano 12 10023 Chieri (TO)

☎ 3930282737

✉ ppiazzalunga10@gmail.com

Sesso Maschio | Data di nascita 16/10/1978 | Nazionalità ITALIANA

ESPERIENZA
PROFESSIONALE

dates (February 2012 onwards)

Consumer & Shopper Understandings Manager
FERRERO, Alba (CN)

I support Local Marketing and Trade Marketing Departments detecting new business opportunities through consumer and market insights

Attività o settore **MARKETING**

dates (April 2004 – January 2012)

Quantitative Research Director
COESIS RESEARCH, Cologno Monzese (MI)

Start-up of the quantitative department. Development of the data collection system (a CATI station with initially 30 stations, increased up to 100). Main projects: customer satisfaction (airport services), opinion pools and communication tests (Food, Publishing), Competitive studies (Supermarkets), Product tests (Food) and Concept tests (Gambling).

3 FTEs assigned. Planning and coordination of ad hoc and continuative surveys (national and international). Full responsibility on P&L and business development for my projects.

Attività o settore **MARKET RESEARCH**

dates (2003)

Research Manager
CUSTOMIZED RESEARCH ANALYSIS (NIELSEN GROUP), Milano

Attività o settore **MARKET RESEARCH**

ISTRUZIONE E FORMAZIONE

Dates (1997-2002)

Degree in Statistic and Demographic Sciences
Faculty of Statistics, Università Statale Milano

Dates (2004)

Master in "Organizational Plans – Management and development of human resources and performance in public institutions"
Università degli studi Bergamo

COMPETENZE PERSONALI

Lingua madre **Italian**

Altre lingue

INGLESE

	COMPRESIONE		PARLATO		PRODUZIONE SCRITTA
	Ascolto	Lettura	Interazione	Produzione orale	
	Advanced	Advanced	Advanced	Advanced	Advanced
English Shenker Course, Advanced Level (50/100)					

Altre competenze Music, Communication Sciences

Patente di guida A, B

ULTERIORI INFORMAZIONI

Professional Course

- 2018 Problem Solving
- 2017 Effective communication
- 2017 Consumer Bonding Project
- 2016 Ferrero MKTG Academy III: How to build effectiveness advertising
- 2016 Ferrero Marketing Academy II: Growing love brands
- 2016 Ferrero Product Testing 2.0
- 2015 Ferrero Marketing Academy I: The consumer centricity
- 2015 Team management
- 2014 Negotiation Skills
- 2013 The Ideal ADV Testing Path
- 2012 Ferrero Marketing Academy
- 2012 Presentation Skills
- 2010 Psychology of creativity - Assirm
- 2004 PULSAR (Statistical Software)
- 2002 SPSS (Statistical Software)

Dati personali Autorizzo il trattamento dei miei dati personali ai sensi del Decreto Legislativo 30 giugno 2003, n. 196 "Codice in materia di protezione dei dati personali".