



Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) **Giovanni Zazzerini**

Address(es)

Telephone(s)

E-mail

Nationality

Date of birth

Gender

Academic Positions

Dates	2015 – ongoing
Occupation or position held	Adjunct Professor
Main activities and responsibilities	Teaching marketing courses, organizing workshops, supervising dissertations, etc.
Name and address of employer	LUISS Guido Carli – Department of Management Viale Pola 12, 00198 Roma, Italia
Type of business or sector	Higher Education
Dates	2003 - ongoing
Occupation or position held	Professor of Marketing
Main activities and responsibilities	Teaching marketing courses, coordinating research projects, supervising dissertations, etc.
Name and address of employer	University of Perugia – Department of Economics 1, Piazza dell'Università, 06100, Perugia, Italy
Type of business or sector	Higher Education
Dates	2011 – ongoing
Occupation or position held	Professor
Main activities and responsibilities	Teaching Marketing for non-profit organisations
Name and address of employer	Pontifical University of the Holy Cross Piazza Santa Apollinare, 49, 00100 Roma
Type of business or sector	Higher Education
Dates	2012 – 2016
Occupation or position held	Director
Main activities and responsibilities	Director of the Executive Master in Business Administration (EMBA) carried out in Rome by MIP, the School of Management of Politecnico di Milano.
Name and address of employer	MIP - Business School of Politecnico di Milano Via Raffaele Lambruschini, 4/C, 20156 Milano
Type of business or sector	Higher Education

Professional Experience	
Dates	2019 – ongoing
Occupation or position held	Board Member
Main activities and responsibilities	ANIMA Investment Network is a multi-country cooperation platform for economic development in the Mediterranean.
Name and address of employer	ANIMA Investment Network 11 bis rue St-Ferréol, F-13001 Marseille, France, http://www.animaweb.org
Type of business or sector	International cooperation
Dates	2017 – ongoing
Occupation or position held	Secretary General
Main activities and responsibilities	In charge of the management and development of the Network.
Name and address of employer	INSME – The International Network for SMEs Via Giosué Carducci, 4 – 00187 – Rome, Italy, http://www.insme.org
Type of business or sector	International affairs
Dates	September 2010 - ongoing
Occupation or position held	Expert
Main activities and responsibilities	Appointed by European Commission, I carry out consulting activities and assistance to Horizon 2020 projects on commercialization of research results, market research and business plan development.
Name and address of employer	META Group Via Francesco Mancini, 05100 Terni, Italy, http://www.meta-group.com
Type of business or sector	Investment and advisory
Dates	September 2011 – September 2013
Occupation or position held	Expert
Main activities and responsibilities	Expert of the Economic Panel in charge of reviewing and evaluating projects to be funded by the EC
Name and address of employer	EU Commission, Research Executive Agency COVE 2, 18/58 B-1049 Brussels, Belgium
Type of business or sector	International Institution
Dates	2008 - ongoing
Occupation or position held	Expert
Main activities and responsibilities	<ul style="list-style-type: none"> - Technical assistance, and training in favour of the project "Vocational Training Programme to improve employability in Shaanxi and Sichuan Provinces" Xi'an, P.R. China - Capacity building and training in the project "Increasing Juvenile Employment by ensuring a better cooperation between SMEs, secondary schools and universities in the Province of Bac Ninh, Hanoi, Vietnam
Name and address of employer	Italian Ministry of Foreign Affairs
Type of business or sector	International Cooperation
Dates	2006 – 2016
Occupation or position held	Senior Consultant
Main activities and responsibilities	Consulting projects in the field of Innovation and marketing in favour of the national and multinational companies shaping the consortium. (e.g. Vodafone, Sky, Ericsson, DHL, TIM, Poste Italiane, etc.)
Name and address of employer	CONSEL- Consorzio ELIS 71, Sandro Sandri, 00159, Rome, Italy
Type of business or sector	Education
Dates	2002 – 2006
Occupation or position held	Consultant
Main activities and responsibilities	- Supporting technological transfer and a closer research cooperation between University and Industry

Name and address of employer **University of Perugia, Industrial Liaison Office**
1, Piazza dell'Università, 06100, Perugia, Italy

Type of business or sector Higher Education

Dates January '01 – June '01

Occupation or position held **"Leonardo" Fellowship**

Main activities and responsibilities Consulting to RAI and BBC on European Affairs

Name and address of employer **Latimer Europa**
9, Round Point Schuman, 1040, Brussels

Type of business or sector European Affairs

Education

Date awarded 2006

Title of qualification awarded **PhD in Marketing**

Principal subjects covered Marketing and International Marketing, Research Methodologies, Statistics, Economics

Name and type of organisation providing education and training **University of Urbino**
42, Saffi, 61029, Urbino, Italy

Date awarded 2005

Title of qualification awarded **MSc Technology & Innovation Management**

Principal subjects covered The programme offered an integrated view of technology and innovation management.

Name and type of organisation providing education and training **SPRU (Science and Technology Policy Research), University of Sussex**
Falmer, Brighton BN1 9QE, UK

Date awarded 2000

Title of qualification awarded **BSc Business Economics**

Principal subjects covered Management and related topics, maths, statistics, economics

Name and type of organisation providing education and training **University of Perugia**
1, Piazza dell'Università, 06100, Perugia, Italy

Personal skills and competences

Mother tongue **Italian**

Other language(s) **English, Spanish**

Self-assessment
European level (*)
English
Spanish

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	
C2	C2	C2	C1	C1
B1	B1	A2	A2	A2

(*) *Common European Framework of Reference for Languages*

Social skills and competences - Strong team working aptitude, proven capacities to work abroad and in cross-cultural environments
- Natural communication skills developed during conference and meeting in Italy and abroad

Organisational skills and competences - Solid competences on coordinating and managing projects, financial and human resources
- Used to complex projects, under pressure and with strict deadlines

Computer skills and competences - Deep Windows and Office knowledge
- Proficient use of the statistical and analytical software SPSS

Other skills and competences - Member of the Italian Marketing Association

Publications and Conference papers

- 2018 Developing Entrepreneurial Competencies in Vietnam: Evidence from the Bac Ninh Province, with Maria Giovanna Devetag and Doan Hung, under editor evaluation.
- 2018 "Head & Shoulders' campaigns in China and in Italy: understanding cultural differences to develop effective advertising campaigns", with Maria Giovanna Devetag and Xie Yi Wu, LUISS University Case Study
- 2014 "The spin-off companies and incubation services in Italy", book's chapter in "Designing and financing startup companies" by Nadotti, L. ed. ISEDI, De Agostini, Milan.
- 2012 "Employees ownership at Umbra Group", book's chapter in Fumagalli, L. Limone, F. and Papagni, U. Ed. Cultura della relazione, Quaderni di Knowledge Management, Fausto Lupatelli Editore.
- 2011 "Brand naming in China: local adaptation vs. country of origin effect", working paper, University of Perugia
- 2010 "Fastweb S.p.A.: Convergence and Innovation in the Italian Telecommunication industry", Case Study
- 2010 "Procurement in Acea S.p.A.", book's chapter in Fumagalli, L. Quando il paesaggio cambia la mappa, Francoangeli, Milano
- 2007 "Multinational Enterprises in Umbria", with Luca Ferrucci, AUR&S, year 4, n.9, 2007.
- 2006 "The Variety of Digital Audio Platforms: Taking Advantage of Licenses", paper presented at 11° EURAS Conference "Standardization and Network Effects – New Challenges to European Policy", 8th - 9th June 2006, Hamburg, Germany.
- 2005 "Incubating knowledge based start-up: The Sussex Innovation Centre", presented at XI Conférence Internationale du réseau "La création d'entreprises innovantes et les expériences de spin-off universitaires dans l'Europe élargie, Terni, 22th - 24th September 2005
- 2004 "Technological Transfer between University and Industry", chapter of "University of Perugia Spin-off", Università degli Studi di Perugia.

Rome, 18 February 2018

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