

PERSONAL INFORMATION

Simone Salvano

 Legnano (MI)

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Gender Male | Date of birth 26/04/1974 | Nazionalità Italian

WORK EXPERIENCE

March 2019 to nowadays

Senior Project Manager

Toluna Italy s.r.l. - Milan

Business or sector: Marketing research

Solid market research experience to coordinate and execute project tasks associated with strategic accounts.

Great experience in project management, manages/oversees high complexity/profile projects and accounts.

Works closely with team, line manager and management team to coordinate and execute project tasks associated with complex and/or strategic accounts.

Supported the management team with mentoring and training as well as admin tasks where required.

Key responsibilities:

- Takes overall responsibility for projects assigned ensuring delivery to high quality standards as set by the business as well as making sure projects runs within cost budgets.
- Actively striving to add value to all projects managed and not only apply processes and procedures
- Attends client calls and/or face to face meetings as required and depending on location
- Collaborates with all teams (included sales team) to ensure project proposals are supported with appropriate deliverables
- Expert in multivariate analysis and development of statistical simulator (e.g. Conjoint, Max Diff, Cluster Analysis, etc.)
- Run multiple projects concurrently and independently including large multi-country projects.

July 2007 – March 2019

Senior DP Executive / Senior Technical Project Manager

Kantar Millward Brown s.r.l./ Kantar Italia - Milan

Business or sector: Marketing research in communication and advertising

Responsibilities:

- Lead client projects from receipt of the project briefing through to delivery of outputs.
- Work across all areas of the research lifecycle to ensure efficient, timely and accurate delivery of their projects.
- Solid understanding of the project tasks, technical aspects of a project (Data processing, elaborations, scripting, database management, and dashboards), their interdependencies and strive to build their knowledge of their end client research objectives.
- Mentor more junior technical project managers or technical project executives
- Work closely with all key stakeholders and suppliers (Scripting, DP, Client Deliverables, Research Centers and external providers (LSR,GDC), and other key suppliers) on projects.
- Contribute to the operational design, feasibility and input to the costing process
- Provide consultation on technical aspects of a project using technical expertise in scripting & data processing platforms, and dashboards
- Strong understanding of analytical tools and data processing techniques (Dimensions scripting and outputs, Quantum, Quancept, Quanvert, MING, Cheops, SPSS, Qualtrics, Power BI) how and when to use these.
- Qualtrics CX Platform Certified.
- Able to prepare surveys for computer aided interviewing to questionnaire specification accurately and effectively.
- Development of ad hoc programs to customize the output according to the needs of the end customer.
- Development of tools for process automation.

November 2004 – June 2007

DP Analyst

GN Research - Milan

Business or sector: Marketing research in communication and advertising

Responsibilities:

- Programming of CATI, CAPI and CAWI questionnaires;
- Simple, multivariate statistical data analysis;
- Programming for Conjoint Analysis models
- Search for sources and analysis of official data;
- Statistical analysis of universes and sample construction;
- Collaboration in the drafting of the questionnaire;
- System administrator for the CRM program "Salesforce".

February 1999 – October 2004

Junior Researcher

La Fabbrica s.r.l - Milan

Business or sector: Communication and Marketing Agency

Continuous collaboration with communication and marketing agency, specialized in training processes and, in particular, in the area of education from primary to secondary level.

Responsibilities:

Find sources and analysis of official data, in particular regarding the Italian public and private school;

Sample construction;

Collaboration in the drafting of questionnaires (addressed to the target group of teachers and school leaders of various levels of schools)

Programming;

Simple, multivariate statistical data analysis.

EDUCATION AND TRAINING

- 2000 Master's degree in Educational Sciences - Expert in educational processes
Università Cattolica del Sacro Cuore di Milano.
"La socialità nella formazione in Rete" – in riferimento all'insegnamento Tecniche dell'istruzione e dell'apprendimento, Prof. Paolo Ardizzone.
- 1993 Maturità Scientifica
Liceo Scientifico "G. Galilei" - Legnano

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	Good	Good	Good	Good	Good

- Computer skills
- Technical knowledge of VBA programming.
 - Excellent technical knowledge of programming languages for MR (IBM SPSS Dimensions, Quantum, Quancept,).
 - Excellent knowledge of Microsoft Office Suit (Windows, Word, Excel, Powerpoint).
 - Platform Qualtrics CX Certified

Driving licence A-B