



Elisa Cerruti

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ABOUT ME

PhD in business administration, currently data analyst and management consultant expert in applied research, market analysis, reporting and monitoring; business modelling for private, public and European projects.

Before working as an independent consultant I collaborated with the University and other Institutions for researches in the socio-economic field in different sectors. I have been an adjunct professor of Marketing at the School of Management and Economics at the University of Turin.

I have taught in numerous first and second level Masters programs, Business Incubators and for business and hospitality industry executive training programs.

WORK EXPERIENCE

Evaluator (Vocational training field)

OBR Piemonte (Fondimpresa) [2019 – Current]

City: Turin

Country: Italy

- **Business or sector:** Professional, scientific and technical activities

https://obrpiemonte.it/wp-content/uploads/2021/07/rapporto_MV2019.pdf

https://obrpiemonte.it/wp-content/uploads/2021/06/RT2020_MV-1.pdf

Annual monitoring of Fondimpresa interprofessional funds granted in Piedmont.

The activity encompasses:

12 company report per year based upon in company interviews aimed at collecting CVET best practice

1 Piedmont Annual Report per year, aimed to promote CVET best practices

Lecturer in Market analysis (Bachelor Degree)

University of Turin [2019 – Current]

City: Turin

Country: Italy

- **Business or sector:** Education

Interfaculty Course "Becoming an Entrepreneur".

Training for university students who are aspiring entrepreneurs

Lecturer & Consultancy in Market analysis (Startup programmes)

2i3T SCARL [2018 – Current]

2i3T Incubator is the company for the management of the business incubator and for the technology transfer of the Turin's University, that takes care of enhancing the results of academic research in an economic key, by promoting and supporting the creation of new companies with a high knowledge content.

Management consultant and Data analyst freelance

Freelance [2014 – Current]

- elisacerruti.com

City: Turin

Country: Italy

- **Business or sector:** Professional, scientific and technical activities

Management consultant experienced in applied research, market analysis, marketing strategies and business modelling for public and private projects.

Main activities:

- Data analysis, Applied research, sector studies and market analysis: Monitoring and reporting, Design of Surveys, Questionnaires, Polls, Focus group; Temporary manager for internal activities of fielding coordination and interview collection; Fielding analysis and reporting for internal use, for external communication, for promotional material; Data Mining; Statistical analysis on public or private databases. Buyer profiling.
- Market validation analysis for start up and launch of new products. Studies and analysis for design and product innovation
- Competitive advantage, benchmark and competitor analysis
- Marketing plan stand alone or integrated in business plan
- Development and marketing strategies. Audit and development.
- Business modeling. External expert in business modeling for European project Stage (AAL) promoted by CNR.

Business modeling and development strategies for companies and private projects: for the management of structures for the reception of tourists in the mountains, a company producing furniture items, an organic farm.

Data analyst (Startup field)

Comitato Torino Finanza [2018 – 2019]

Business or sector: Professional, scientific and technical activities

<http://bit.ly/2FiU7bR>

"Innovative and Technological Startups in Piedmont 2018." IV Edition Observatory on Innovative and Technological Startups in Piedmont. Russo G. and Cerruti E., research commissioned by Comitato Torino Finanza. Presented in Turin on January 15, 2019

Lecturer in CRM and Digital Marketing (Master Degree)

University of Turin [2018]

Master of I level in Risk Management for Insurance and Brokerage

Department of Economics and Statistics Cognetti de Martiis - University of Turin

Training for managers in insurance industry

Data analyst (Economy of Culture field)

University of Turin [2003 – 2009]

Business or sector: Professional, scientific and technical activities

Cultural Capital Project (6-year Research Project)

Research project commissioned by the City of Turin to the Department of Business Economics of the Faculty of Economics of Turin. Member of the working group with duties of coordination, design and development of the evaluation model, data collection and processing, and preparation of the annual report. Managing relationships with Clients, managing and organizing internal and external presentation events and media relations.

EDUCATION AND TRAINING

PhD in Business Administration

University of Turin [2004 – 2007]

Field(s) of study: Business, administration and law

Level in EQF: EQF level 8

Thesis: Cultural Heritage and Foreign Direct Investments. A Regional Analysis on Cultural Heritage as a driver to promote FDI Attraction.

Quantitative Methods, Methodology of Teaching, Methodology of research, Theory of the firm, Statistics for management science, Corporate finance and banking.

Bachelor in Modern Italian Literature
University of Turin [1994 – 2001]

Field(s) of study: Arts and humanities

Level in EQF: EQF level 7

Thesis: History of Architecture - "Real space and perceptive space in the architectures of Bernardo Antonio Vittone"
Italian grammar, Medieval History, Contemporary History, Italian language and literature.

LANGUAGE SKILLS

Mother tongue(s): **Italian**

Other language(s):

English

LISTENING C1 READING C1 WRITING C2

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

German

LISTENING A2 READING B1 WRITING B1

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

DIGITAL SKILLS

Soft skills

Organizational and planning skills / Good listener and communicator / Team-work oriented / Decision-making

CMS & Coding

Web - HTML/CSS / Joomla / Content Management System (WordPress) / CMS PrestaShop / Wordpress, SEO, Analytics

Office suite

Microsoft Office / Google Office

Cloud suite

One Drive / Google Drive / Dropbox / iCloud

DRIVING LICENCE

Driving Licence: B

PUBLICATIONS

Per un modello torinese di fondazione comunitaria

[2009]

White paper

CANTINO V., CERRUTI E. "Per un modello torinese di fondazione comunitaria", in "Tam Tam. Torino e Area Metropolitana, n. 01/2009, Associazione Torino Internazionale.

I hereby authorize the use of my personal data in accordance to the GDPR 679/16 - "European regulation on the protection of personal data".

Turin, 12/02/2020,



Elisa Cerruti