



Elisa Cerruti

Date of birth: [REDACTED] | **Nationality:** Italian

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

2019 – 2021 Turin, Italy

EVALUATOR (VOCATIONAL TRAINING FIELD) OBR PIEMONTE (FONDIMPRESA)

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

Business or Sector Professional, scientific and technical activities

Links https://obrpiemonte.it/wp-content/uploads/2021/07/rapporto_MV2019.pdf | https://obrpiemonte.it/wp-content/uploads/2021/06/RT2020_MV-1.pdf

2019 – CURRENT Turin, Italy

LECTURER IN MARKET ANALYSIS (BACHELOR DEGREE) UNIVERSITY OF TURIN

Interfaculty Course "Becoming an Entrepreneur".

Training for university students who are aspiring entrepreneurs

Business or Sector Education

2018 – CURRENT Turin, Italy

LECTURER & CONSULTANCY IN MARKET ANALYSIS (STARTUP PROGRAMMS) 2i3T

2i3T 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.

2014 – CURRENT Turin, Italy

MANAGEMENT CONSULTANT AND DATA ANALYST FREELANCE FREELANCE

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.

Business or Sector Professional, scientific and technical activities | **Website** elisacerruti.com

2018 – 2019 Turin, Italy

DATA ANALYST (STARTUP FIELD) COMITATO TORINO FINANZA

"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

Business or Sector Professional, scientific and technical activities

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

2018 Turin, Italy

LECTURER IN CRM AND DIGITAL MARKETING (MASTER DEGREE) UNIVERSITY OF TURIN

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

Business or Sector Education

● EDUCATION AND TRAINING

2004 – 2007

PHD IN BUSINESS ADMINISTRATION

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

Field 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.

1994 – 2001 Italy

BACHELOR IN MODERN ITALIAN LITERATURE University of Turin

Italian grammar, Medieval History, Contemporary History, Italian language and literature, English Language and Literature, HTML coding base, History of Flemish Art, History of Modern Art, Medieval Art History, History of Contemporary Art, History of Literary Criticism, History of Art Criticism, Philosophical propaedeutics, Aesthetics (iterated), Economic geography, History of Architecture (iterated), Theories and techniques of communication.

Address Italy | **Field 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"

● LANGUAGE SKILLS

Mother tongue(s): **ITALIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C2
GERMAN	A2	B1	A2	A2	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **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

● **ADDITIONAL INFORMATION**

PUBLICATIONS

Per un modello torinese di fondazione comunitaria – 2009

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

White paper

DRIVING LICENCE

Driving Licence: B