

## Luca MEYER

Frazione San Romano 53 - 10050 Salbertrand (To) – Italy – Tel: +39.33.94.95.00.21  
 Email: [lucameyer@vodafone.it](mailto:lucameyer@vodafone.it) – Web site: <http://www.lucameyer.com/>



| <b>PROFESSIONAL EXPERIENCE</b>  |  |
|---|--|
| <p><b>Independent Market Research Consultant</b><br/>(2002-today)</p>                               | <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>○ Preparing research proposal</li> <li>○ Designing survey instruments</li> <li>○ Supervising field activities (CAWI and CATI)</li> <li>○ Checking data quality</li> <li>○ Analyzing survey data</li> <li>○ Cooperating into panel management activities (recruitment, training, control, etc...)</li> <li>○ Cooperating to the continuous improvement of a software to manage online research projects (integration of new functionalities, weaknesses analysis to identify appropriate improvements, etc...)</li> <li>○ Implementing advanced data analysis techniques (cluster analysis, conjoint analysis, etc...)</li> </ul> <p>Some of the companies I have been working for are:</p> <ul style="list-style-type: none"> <li>○ Canadean (<a href="http://www.canadean.com">www.canadean.com</a>)</li> <li>○ Contacta (<a href="http://www.contactaspa.com">www.contactaspa.com</a>)</li> <li>○ Datasiel (<a href="http://www.datasiel.net">www.datasiel.net</a>)</li> <li>○ Imagine (<a href="http://www.imagine.it">www.imagine.it</a>)</li> <li>○ IMS Health – Italy (<a href="http://www.imshealth.com">www.imshealth.com</a>)</li> <li>○ Kkienn (<a href="http://www.kkienn.com">www.kkienn.com</a>)</li> <li>○ Matica (<a href="http://www.maticaonline.it">www.maticaonline.it</a>)</li> <li>○ Nextplora (<a href="http://www.nextplora.com">www.nextplora.com</a>)</li> <li>○ Qmarkets (<a href="http://www.qmarkets.net">www.qmarkets.net</a>)</li> <li>○ Quaeris (<a href="http://www.quaeris.it">www.quaeris.it</a>)</li> <li>○ Spaziolibero (<a href="http://www.spaziolibero.com">www.spaziolibero.com</a>)</li> <li>○ The Nielsen Company – Italy (<a href="http://www.acnielsen.it">www.acnielsen.it</a>)</li> <li>○ World System Consulting: (<a href="http://www.wscgroup.it">www.wscgroup.it</a>)</li> </ul> |
| <p><b>Managing Partner and Researcher</b><br/>(Mark Services snc,<br/>Turin – Italy, 1999-2002)</p> | <p>Responsibilities included:</p> <ul style="list-style-type: none"> <li>○ Launching one of the first online market research agency in Italy</li> <li>○ Implementing logfile analyses</li> <li>○ Implementing web intercept surveys</li> <li>○ Lecturing about online market research</li> </ul> <p>Some of the companies we have been working for are:</p> <ul style="list-style-type: none"> <li>○ Sviluppo Italia (<a href="http://www.sviluppoitalia.it">www.sviluppoitalia.it</a>)</li> <li>○ Ars-media (<a href="http://www.ars-media.it">www.ars-media.it</a>)</li> <li>○ Istituto Europeo di Design (<a href="http://www.ied.it">www.ied.it</a>)</li> </ul>  |

|   |  |
|---|--|
| <p><b>Market Research Project Manager</b><br/>(<i>International Post Corporation</i>, Brussels – Belgium, 1996-1999)</p>              | <p>Responsibilities included:</p> <ul style="list-style-type: none"> <li>○ Managing the day-to-day liaison with a research supplier for a large multinational market research project (UNEX)</li> <li>○ Planning the management and control activity of a 5000+ households panel (Europe, USA and Canada)</li> <li>○ Coordinating and participating to a tender process for selecting a new contractor for UNEX</li> <li>○ Cooperating to the technical workgroups on implementation of quality of services of international mail measurement standards within the European Committee for Standardization / European Union</li> <li>○ Coordinating a team of 4 people</li> </ul> <p>International Post Corporation: <a href="http://www.ipc.be">www.ipc.be</a><br/>UNEX project:<br/><a href="http://www.ipc.be/en/Services/Technical%20Platforms/UNEX.aspx">http://www.ipc.be/en/Services/Technical%20Platforms/UNEX.aspx</a></p> |
| <p><b>Market Researcher and Business Analyst</b><br/>(<i>Russell International</i>, Ternat – Belgium, 1994-1996)</p>                  | <p>Responsibilities included:</p> <ul style="list-style-type: none"> <li>○ Planning and implementing a trade customer satisfaction survey</li> <li>○ Cooperating to a new product concept test</li> <li>○ Cooperating to the implementation of an European marketing information system</li> <li>○ Analyzing sales data first to the trade and then to the final consumer</li> <li>○ Cooperating to activities aimed to forecast future sales</li> </ul>   |
| <p><b>Marketing Consultant Apprentice</b><br/>(<i>Il Sestante Relation Mix</i>, Turin – Italy, 1993)</p>                              | <p>Responsibilities included:</p> <ul style="list-style-type: none"> <li>○ Developing an internal marketing information system</li> <li>○ Tutoring during computer practice's courses to graduate students</li> </ul>  |
| <b>EDUCATION</b>  |  |
| <p><b>Master of Statistics applied to the Social Sciences</b><br/>(<i>Katholieke Universiteit Leuven</i>, Leuven – Belgium, 1998)</p> | <p>Coursework included:</p> <ul style="list-style-type: none"> <li>○ Matrix algebra</li> <li>○ SAS language</li> <li>○ Introduction to mathematical statistics</li> <li>○ Regression analysis</li> <li>○ Categorical data analysis</li> <li>○ Loglinear modelling</li> <li>○ Inductive classification analysis (cluster analysis)</li> <li>○ Multidimensional scaling</li> <li>○ Advanced theory of survey research</li> </ul> <p>Master of Statistics applied to the Social Sciences:<br/><a href="http://www.kuleuven.be/toekomstigestudenten/studieaanbod/english/masters/statistics.html">http://www.kuleuven.be/toekomstigestudenten/studieaanbod/english/masters/statistics.html</a></p>   |
| <p><b>Marketing and International Business Exchange Program</b><br/>(<i>University of Nevada</i>, Reno – USA, 1992-94)</p>            | <p>Coursework included:</p> <ul style="list-style-type: none"> <li>○ Principles of Statistics II</li> <li>○ Principles of Macroeconomics</li> <li>○ Buyer Behavior</li> <li>○ Advance Marketing Management</li> <li>○ International Marketing</li> <li>○ International Logistics</li> <li>○ Intermediate Microeconomics</li> <li>○ Analysis and Design of Logistical Systems</li> <li>○ Marketing Research</li> <li>○ Independent Study (Marketing Research)</li> </ul> <p>University of Nevada Reno College of Business Administration:</p>   |

|  |  |
|--|--|
|  | <a href="http://www.business.unr.edu/">http://www.business.unr.edu/</a>  |
| <b>Marketing and International Business Degree</b><br><i>(Scuola di Amministrazione Aziendale dell'Università di Torino, Turin – Italy, 1990-93)</i> | Coursework included: <ul style="list-style-type: none"> <li>○ English</li> <li>○ Business management</li> <li>○ Principles of Private and Public Law</li> <li>○ Principles of Economics I</li> <li>○ Element of Calculus I</li> <li>○ Principles of Statistics I</li> <li>○ Psychology</li> <li>○ Organizational sociology</li> <li>○ Computer science</li> <li>○ Accounting</li> <li>○ Marketing</li> <li>○ Finance</li> <li>○ Personnel management</li> </ul> Scuola di Amministrazione Aziendale: <a href="http://www.saa.unito.it/">http://www.saa.unito.it/</a> |
| <b>LANGUAGE SKILLS</b>   |  |
| <b>Italian</b>   | Mothertongue   |
| <b>English</b>   | Written: Fluent - Read: Fluent - Spoken: Good  |
| <b>French</b>  | Written: Poor - Read: Good - Spoken: Good  |
| <b>COMPUTER SKILLS</b>   |  |
| <b>Microsoft Excel</b>   | Very good working knowledge  |
| <b>Microsoft Word</b>  | Good working knowledge   |
| <b>SPSS</b>  | Very good working knowledge (IBM SPSS Certified)   |
| <b>Microsoft Outlook</b>   | Good working knowledge   |
| <b>Microsoft Internet Explorer</b>   | Good working knowledge   |
| <b>Microsoft Access</b>  | Some knowledge   |
| <b>Microsoft PowerPoint</b>  | Some knowledge   |
| <b>R</b>   | Some knowledge   |
| <b>Microsoft Active Server Pages</b>   | Basic knowledge  |
| <b>SAS</b>   | Basic knowledge  |
| <b>HOBBIES AND OTHER ACTIVITIES</b>  |  |
| <b>Italian Red Cross</b> - <a href="http://www.cri.it">www.cri.it</a>  | Rescue Voluntary   |
| <b>Italian Alpine Club</b> - <a href="http://www.cai.it">www.cai.it</a>  | Aggregate Member since 1972  |
| <b>ArTeMuDa</b> - <a href="http://www.artemuda.it">www.artemuda.it</a>   | Participant to theatre laboratory focusing on enhancing local culture and language   |
| <b>Other activities</b>  | Hiking, Ski Touring, Mountain Biking, Gardening, Chess   |
| <b>PERSONAL</b>  |  |
| <b>Birth Date</b>  | October 21, 1968   |
| <b>Birth Place</b>   | Susa (To) - Italy  |
| <b>Personal Status</b>   | Engaged to Ketty & father of Noemi   |

To whom it may concern,

According to Italian laws nr. 675/1996 and 196/2003 I hereby authorize the treatment of my personal data for the only purpose of generating business leads and/or job opportunities for myself.

Any other employment of my personal data is not allowed and it requires my written authorisation.

Your sincerely,

