

Luca MEYER

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PROFESSIONAL EXPERIENCE	
Independent Market Research Consultant (2002-today)	<p>Responsibilities include:</p> <ul style="list-style-type: none">○ Preparing research proposal○ Designing survey instruments○ Supervising field activities (CAWI and CATI)○ Checking data quality○ Analyzing survey data○ Cooperating into panel management activities (recruitment, training, control, etc...)○ Cooperating to the continuous improvement of a software to manage online research projects (integration of new functionalities, weaknesses analysis to identify appropriate improvements, etc...)○ Implementing advanced data analysis techniques (cluster analysis, conjoint analysis, etc...) <p>Some of the companies I have been working for are:</p> <ul style="list-style-type: none">○ Contacta (www.contactaspa.it)○ Datasiel (www.datasiel.it)○ Kkienn (www.kkienn.com)○ Nextplora (www.nextplora.com)○ Spaziolibero (www.spazioliberoweb.it)
Managing Partner and Researcher (<i>Mark Services snc</i> , Turin – Italy, 1999-2002)	<p>Responsibilities included:</p> <ul style="list-style-type: none">○ Launching one of the first online market research agency in Italy○ Implementing logfile analyses○ Implementing web intercept surveys○ Lecturing about online market research <p>Some of the companies we have been working for are:</p> <ul style="list-style-type: none">○ Sviluppo Italia (www.sviluppoitalia.it)

	<ul style="list-style-type: none"> ○ Ars-media (www.ars-media.it) ○ Istituto Europeo di Design (www.ied.it)
<p>Market Research Project Manager (<i>International Post Corporation</i>, Brussels – Belgium, 1996-1999)</p>	<p>Responsibilities included:</p> <ul style="list-style-type: none"> ○ Managing the day-to-day liaison with a research supplier for a large multinational market research project (UNEX) ○ Planning the management and control activity of a 5000+ households panel (Europe, USA and Canada) ○ Coordinating and participating to a tender process for selecting a new contractor for UNEX ○ Cooperating to the technical workgroups on implementation of quality of services of international mail measurement standards within the European Committee for Standardization / European Union ○ Coordinating a team of 4 people <p>International Post Corporation: www.ipc.be UNEX project: http://www.ipc.be/unexdac1.asp</p>
<p>Market Researcher and Business Analyst (<i>Russell International</i>, Ternat – Belgium, 1994-1996)</p>	<p>Responsibilities included:</p> <ul style="list-style-type: none"> ○ Planning and implementing a trade customer satisfaction survey ○ Cooperating to a new product concept test ○ Cooperating to the implementation of an European marketing information system ○ Analyzing sales data first to the trade and then to the final consumer ○ Cooperating to activities aimed to forecast future sales
<p>Marketing Consultant Apprentice (<i>Il Sestante Relation Mix</i>, Turin – Italy, 1993)</p>	<p>Responsibilities included:</p> <ul style="list-style-type: none"> ○ Developing an internal marketing information system ○ Tutoring during computer practice's courses to graduate students
EDUCATION	
<p>Master of Statistics applied to the Social Sciences (<i>Katholieke Universiteit Leuven</i>, Leuven – Belgium, 1998)</p>	<p>Coursework included:</p> <ul style="list-style-type: none"> ○ Matrix algebra ○ SAS language ○ Introduction to mathematical statistics ○ Regression analysis ○ Categorical data analysis ○ Loglinear modelling ○ Inductive classification analysis (cluster analysis) ○ Multidimensional scaling ○ Advanced theory of survey research <p>Master of Statistics applied to the Social Sciences: http://www.kuleuven.be/onderwijs/aanbod/opleidingen/E/CQ_50550147.htm</p>

<p>Marketing and International Business Exchange Program (<i>University of Nevada, Reno – USA, 1992-94</i>)</p>	<p>Coursework included:</p> <ul style="list-style-type: none"> ○ Principles of Statistics II ○ Principles of Macroeconomis ○ Buyer Behavior ○ Advance Marketing Management ○ International Marketing ○ International Logistics ○ Intermediate Microeconomics ○ Analysis and Design of Logistical Systems ○ Marketing Research ○ Independent Study (Marketing Research) <p>University of Nevada Reno College of Business Administration: http://www.coba.unr.edu/</p>
<p>Marketing and International Business Degree (<i>Scuola di Amministrazione Aziendale dell'Università di Torino, Turin – Italy, 1990-93</i>)</p>	<p>Coursework included:</p> <ul style="list-style-type: none"> ○ English ○ Business management ○ Principles of Private and Public Law ○ Principles of Economics I ○ Element of Calculus I ○ Principles of Statistics I ○ Psychology ○ Organizational sociology ○ Computer science ○ Accounting ○ Marketing ○ Finance ○ Personnel management <p>Scuola di Amministrazione Aziendale: http://www.saa.unito.it/</p>
LANGUAGE SKILLS	
Italian	Mothertongue
English	<ul style="list-style-type: none"> ○ Written: Fluent ○ Read: Fluent ○ Spoken: Good
French	<ul style="list-style-type: none"> ○ Written: Poor ○ Read: Good ○ Spoken: Good
COMPUTER SKILLS	
Microsoft Excel	Very good working knowledge

Microsoft Word	Good working knowledge
SPSS	Good working knowledge
Microsoft Outlook	Good working knowledge
Microsoft Internet Explorer	Good working knowledge
Microsoft Access	Discrete working knowledge
Microsoft PowerPoint	Discrete working knowledge
Microsoft Active Server Pages	Basic working knowledge
SAS	Basic knowledge
R	Basic knowledge
HOBBIES AND OTHER ACTIVITIES	
Italian Red Cross - www.cri.it	Rescue Voluntary
Italian Alpine Club - www.cai.it	Aggregate Member since 1972
ArTeMuDa - www.artemuda.it	Participant to theatre laboratory focusing on enhancing local culture and language
Other activities	Mountain Biking, Gardening
PERSONAL	
Birth Date	October 21, 1968
Birth Place	Susa (To) - Italy

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,

