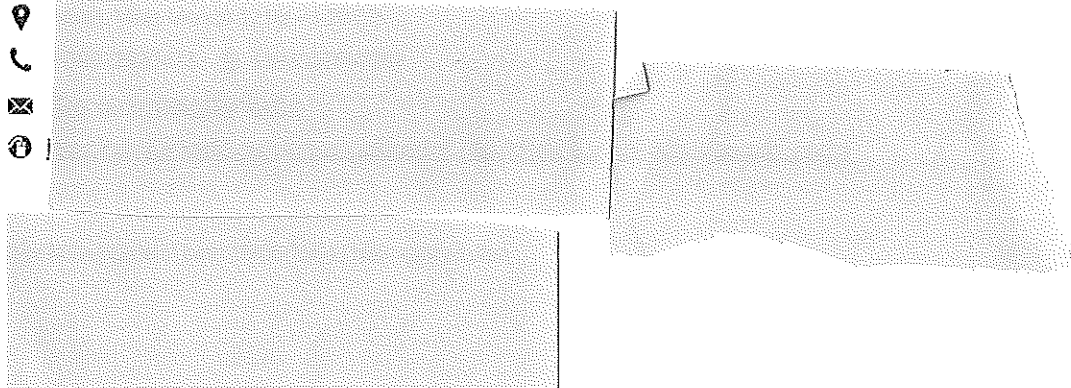


PERSONAL INFORMATION

Giancarlo Nadin



WORK EXPERIENCE

- from feb.04 **Free-lance consultant**
 Management consultant for marketing, sales and retail networks
 (industries: Automotive, Pharmaceutical, miscellaneous manufacturing and
 service medium size firms). Service innovation based on and enabled by
 ICT and digital new paradigm.
- 4/03 to 2/04 **Account Manager** c/o Allaxia Spa :
 Business development and key account manager for integrated services
- 5/01 a 4/03 **Senior consultant** c/o TS & Partners (TC Sistema):
 In charge of many consulting project for companies in automotive and other fields
- 9/95 a 5/01 **Consultant** c/o Consiel Spa :
 Operation of consulting project in many field
- 9/91 a 9/95 **Senior auditor** c/o Reconta Ernst & Young Spa

ACADEMIC EXPERIENCE

- from feb.04 **Researcher** Centrimark (Catholic University of Milan):
 Main research area:
 Automotive industry (distribution relationship and motorist buying behaviour)
 Consumer behaviour (eco-friendly approach)
 Cognitive services in community pharmacy (innovation in pharmaceutical
 distribution)
 Health care and wellness patient satisfaction
 New Tech marketing : inbound, agile and hacking practices, mktg stacks &
 solutions,
 Servitization and innovation by blockchain
 Analytics and business intelligence

- from feb.04 **Adjunct Professor of marketing** at the faculty of foreign Languages and literature of the Catholic University of Brescia
- from 1991 **Assistant of marketing** at the faculty of Business and economics at the Catholic University of Milan

EDUCATION AND TRAINING

- May 2009 PhD in marketing at the Catholic University of Milan (Relationship between carmaker and dealer: the role of trust)
- March 1991 Degree in the faculty of Economic at the Catholic University of Milan (the training of management consultant in Italy)

EXPERTISE**Marketing and management consulting :**

- Business development design: proof of concept, business case simulation and gaming, marketing plans, business plan for startup or development (M&A) (Capex, working cap and Opex, not Liabilities)
- CRM and SFA solution, integration with ERP, Digital Innovation, sw and solution selection
- Service innovation (servitization),
- Trade and Retail management, Sales force management, BtoB,
- Marketing analytics, internal & external data integration and visualization, KPI and dashboard, Business intelligence
- P/L command and control: budgeting and forecasting, margin analysis per product, channel, market segmentation (customer), break-even analysis.
- Inbound and marketing campaign: initiatives to connect directly firm with markets (intermediate and final customers).

Specific expertise in the Pharmaceutical domain:

- Pharma distribution channels: retail (community pharmacies) and wholesale
- Service innovation by Pharmaceutical Care service enhancement
- Patient need and satisfaction analysis
- Primary care network analysis
- Stronger inclusion of Community Pharmacies in Primary care settings
- Pharmacies in real-world data gathering process

Specific expertise in the automotive domain:

- Design, roll out and implementation of Business Management Systems
- Quality management system and quality circles in dealerships
- CRM and pre-sales development initiatives from headquarter to dealerships
- Fleet management research and pre-sales initiatives for private dealership groups
- Remarketing and residual value analysis for NSC and private dealership groups
- Academic research focused on the dealer-automaker relationship and the evolution toward a trust based approach (PhD thesis) (International Journal of Automotive Technology and Management, Marketing Trends, IMP conferences)
- Consumer research in the automotive domain aimed to explore new opportunities and driver's behaviour toward evolving mobility trends (Catholic University of Milan) (GERPISA conferences, International Journal of Automotive Technology and Management)

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C2	C1	C1	C2
French	A2	A2	A2	A2	A2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills Good communication skills gained through my experience as academic teacher and public speaking

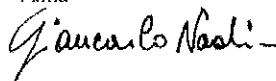
Organisational / managerial skills

- Researcher
- Teacher
- Consultant

Autorizzo al trattamento dei dati personali ai sensi dell'art. 13 d. lgs. 30 giugno 2003 n°196 – "Codice in materia di protezione dei dati personali" e dell'art. 13 GDPR 679/16 – "Regolamento europeo sulla protezione dei dati personali".

Data 20 marzo 2019

Firma



 ADDITIONAL INFORMATION

Publications

2016

La farmacia nelle cure primarie, book written for GlaxoSmithKline Italia

2015

Care services in community pharmacies: the role of Italian pharmacy in Pharmaceutical Care paper presented at the 14th International Marketing Trends Conference Paris, January 23-24 2015

2014

Pharmaceutical Care: la sfida per la farmacia del futuro: book written for GlaxoSmithKline Italia

2013

La sfida oltre la dispensa del farmaco: la farmacia quale presidio territoriale di cure primarie, in Ragiufarm n°133-gennaio-febbraio 2013 issn: 1120-9984 (in collaborazione con Annarosa Racca e Paolo Vintani)

2012

Misura dell'esperienza e soddisfazione del paziente e Hospital Based HTA, in Atti del Congresso «XVII Convegno Nazionale Associazione Italiana di Economia Sanitaria» Roma 14-16 novembre 2012 (in collaborazione con Alessandra Tzannis)

Chronic disease management in Lombardy's region: the challenge to co-opt physician and involve other operators on a network perspective, in Atti del Congresso «28th Annual IMP Conference» (Rome 13rd - 15th September 2012), impgroup, Uppsala 2012: 1-15 (in collaborazione con Alessandra Tzannis)

Community Pharmacies: from dispensing drugs to pharmaceutical care. Actors involvement in the wider health service network, in Atti del Congresso «28th Annual IMP Conference» (Rome 13rd - 15th September 2012), impgroup, Uppsala 2012: 1-15

2011

Elderly and health care services: the elements characterizing the patient satisfaction, In Atti del Congresso «14th Toulon - Verona Conference University of Alicante, Spain 1, 2, 3 September 2011 (in collaborazione con Alessandra Tzannis)

Care services in community pharmacies: the italian pharmacist's perspective, In Atti del Congresso «14th Toulon - Verona Conference University of Alicante, Spain 1, 2, 3 September 2011 (in collaborazione con Alessandra Tzannis)

La farmacia dei servizi: opportunità e soluzioni nell'integrazione all'assistenza sanitaria, a cura di G. Nadin, Tecniche Nuove - Milano, Milano 2011: 1-204 (in collaborazione con G. Pacenti - W. Saleme).

La segmentazione della distribuzione tradizionale nel settore fashion: esperienze nel comparto del capospalla, «Mercati e Competitività», 2011; 1 (gennaio): 115-138.

"Network Process Re-Engineering" in a Home Textile Network: The Importance of Business Relationships and Actor Bonds, in Fashion Supply Chain Management: Industry and Business Analysis by Tsan-Ming Choi (The Hong Kong Polytechnic University, Hong Kong) IGI Global July, 2011 (pages 212-234) (in collaborazione con Enrico Baraldi)

2010

Satisfaction of bi-fuel car owners: pro-environmental versus economic determinant, «Proceedings of the International Conference Marketing Trends 2010», 2010; 1: 1-15.

2009

The environmental awareness of car owners: the case of natural gas vehicles in Italy, «International Journal of Automotive Technology and Management», 2009; 9 (2): 209 - 228 (in collaborazione con G.T. Savorgnani - M. Besana).

Coopetition as a way to reinterpret distribution relationships with emerging automotive dealer groups, «International Journal of Automotive Technology and Management», 2009; 9 (3): 316 - 333.

Managing distribution relationships: evidence from the automotive market, «International Journal of business & Economics», 2009; 8 (ottobre): 235-252 (in collaborazione con E. Baraldi).

La segmentazione della distribuzione tradizionale nel settore fashion: esperienze nel comparto dei capospalla, in *Atti del Convegno «VI convegno SIM - Società Italiana Marketing» (Firenze, 6 e 7 novembre 2009, 6-7 novembre 2009)*, SIM, Parma 2009: 21.

Communications effects on trust and conflict management in distribution networks: the case of the automotive industry, in *Atti del Congresso «25th Annual IMP Conference» (Marseille 3rd - 5th September 2009, 3-5 settembre 2009)*, impgroup, Uppsala 2009: 1-15.

2008

Dealer-carmaker relationship: the dualities of trust and power dependence theories, «International Journal of Automotive Technology and Management», 2008; 8 (1): 1-20.

Environmental awareness of car owners: the case of natural gas vehicles in Italy, paper, in *Atti del Congresso «16th GERPISA International Colloquium, Torino 18-20 giugno 2008» (torino, 18-20 giugno 2008)*, gerpisa, Torino 2008: 1-20 (in collaborazione con T. Savorgnani - M. Besana).

2007

I rapporti di collaborazione e di conflitto tra case automobilistiche e reti di concessionari, paper, in *Atti del Convegno «IV convegno della società italiana marketing» (roma, 5-6 ottobre 2007)*, SIMktg, Roma 2007: 20.

2006

La razionalizzazione della rete di vendita: il caso Breil, «Micro & Macro Marketing», 2006; 3: 465-486 (in collaborazione con D. Corsaro - S. Pizzoglio - S. Sacco).

La segmentazione adattiva nei mercati business-to-business, «Mercati e Competitività», 2006; novembre: 20 (in collaborazione con D. Corsaro - S. Pizzoglio - G. Lomonaco).

The Challenges in digitalising business relationship. The construction of an IT infrastructure for a textile-related business network, «Technovation», 2006; 26: 1111-1126 (in collaborazione con E. Baraldi).

Il ruolo della fiducia nelle relazioni tra cliente e fornitore di servizi ad elevata intensità professionale e intellettuale, «Micro & Macro Marketing», 2006; agosto: 269-94 (in collaborazione con R. Fiocca - F. Cecchet - A. Tzannis).

The role of trust in building and developing Automotive Manufacturer-Dealer relationships, paper, in *Atti del Convegno «22 nd IMP Conference, Milano, 2006.» (milano, 8-9 settembre 2006)*, IMP, Milano 2006: 20.

The role of trust in building and developing Automotive Manufacturer-Dealer relationships, working paper, in *Atti del Convegno «XXII IMP Conference» (Milano, 7-9 settembre 2006)*, IMP, Milano 2006: 1-20.

2004 e ante

Intercultural business communication among Italian and Chinese companies. A case study approach, *Abstract of Convegno «The 6th ABC European Convention, Milan» (Milan, 20-22 maggio 2004)*, The 6th ABC European Convention, Milan, Milano 2004: 1 (in collaborazione con L. Battaglia - L. Gobbini).

The role of cultural differences in the dynamic of a relationship. The case of Italian and Chinese companies, paper, in *Atti del Convegno «20th IMP Conference, Copenhagen, Denmark» (Copenhagen, Denmark, 1-4 settembre 2004)*, 20th IMP Conference, Copenhagen, Denmark, Copenhagen 2004: 15 (in collaborazione con L. Battaglia - L. Gobbini).

Razionalizzare la gamma prodotti nei mercati maturi, «Micro&Macro Marketing», 2003; n.2, agosto: 6.

Pros And Cons Of The IT Support For The Business Relationships Between The Enterprises Of The Textile Supply Chain, working paper, in *Atti del Congresso «Proceedings 19[^] I.M.P. Conference, , Settembre 2003» (Lugano, 4-6 settembre 2003)*, IMO Organization, www.impgroup.org, Lugano 2003: 25.

La fisionomia dell' offerta turistica della provincia di Brescia, in *Il turismo bresciano tra passato e futuro*, Vita e Pensiero, Milano 2002: 442.

Database clienti e Business Intelligence: supporti per la gestione della relazione con il cliente, «Sistemi & Impresa», 2001; luglio 2001: 10.

Sales force automation: il controllo on line della rete di vendita, «Amministrazione e Finanza», 2001; maggio 2001: 13.