

Curriculum Vitae

PERSONAL INFORMATION

Zagni, Luca Matteo:

• **EDUCATION**

Date

11/19/2019 Master Degree in Business administration
School of Management and Economics, Department of Management,
University of Turin, Italy

Grade: 110L Title of Master Degree Thesis: Re-branding strategy in sport's industry: the
case of Juventus
Supervisor of Master Degree Thesis: A.C. Pellicelli

Date

07/13/2017 Bachelor Degree in Business administration
School of Management and Economics, University of Turin, Italy

Date

07/10/2011 High School Diploma in Aeronautics
I.T.I.S. Carlo Grassi, Italy

• **PREVIOUS RESEARCH AND PROFESSIONAL POSITION(S) / PARTICIPATION TO RESEARCH GROUPS (if applicable)**

04/05/2021 - Mosca, F., Giacosa, E., & Zagni, L. M. (2021). The Evolution of Distribution in the
Luxury Sector: From Single to Omni-Channel. In Developing Successful Global
Strategies for Marketing Luxury Brands (pp. 1-21). IGI Global.
School of Management and Economics, Department of Management,
University of Turin, Italy

Under review - Giachino, C., Zagni, L. M. (2021). Are you ready to be a digital art collector or
a digital artist. Insight on the crypto world. Consumption Markets & Culture.
School of Management and Economics, Department of Management,
University of Turin, Italy

01/02/2020 - Marketing Analyst e Business Development

04/30/2020 BasicNet S.p.A. , Italy

06/20/2019 - Academic tutor

11/30/2019 School of Management and Economics, Department of Management,

University of Turin, Italy

05/05/2014 - Insurance Consultant
02/01/2017 Generali Italia S.p.A. , Italy

- **FELLOWSHIP(S) (if applicable)**

09/01/2020 - Research scholarship
04/30/2021 School of Management and Economics, Department of Management,
University of Turin, Italy

- **CAREER BREAKS (if applicable)**

05/01/2020 - 4 months ok career break due to the covid-19 pandemic
08/30/2020

- **LANGUAGE SKILLS**

Native speaker: Italian

Other language(s): English (C1), Spanish (B1)

- **SOFT SKILLS**

Analysis skills, University and work experience at BasicNet
Organizational skills, University and work experience, Dates
Team work abilities, University and work experiences, Dates
Communication skills, University and work experiences, Dates
Problem solving skills, University and work experiences, Dates
Proactivity, University and work experiences, Dates