



## DANIELE TIRELLI

### EXPERIENCES

*2014 - Today*

- Name and address of employer
- Type of company or sector
- Role
- Courses

**University of Modena and Reggio**  
**Via Antonio Allegri 9**

University

Teacher

"Institutions of Economic Policy 2", "Economic and Competitive Scenarios"; " International Economics" ; " International Monetary Economics"

*2005 - Today*

- Name and address of employer
- Type of company or sector
- Role
- Courses

**IULM**

**Via Carlo Bo, 1 – 20143, Milano**

University

Teacher

"Consumption & Advertising" "Styles and trends of consumption" (Master's Degree in "Marketing, Consumption and Commercial Distribution"); "Product Innovations, Consumption & Marketing"

*2013- 2015*

- Name and address of employer
- Type of company or sector
- Role
- Courses

**Università degli Studi di Milano**

**Via Conservatorio 2, 20122, Milano**

University

Teacher

Consumer and Shopping Behavior

*2006 - 2010*

- Name and address of employer
- Type of company or sector
- Role
- Courses

**University of Gastronomic Sciences**  
**Piazza Vittorio Emanuele, 9 - Località Pollenzo, 12042, Bra (CN)**

University  
Teacher  
“Economics and Statistics”

*2003 - 2020*

- Name and address of employer
- Type of company or sector
- Role
- Position

**Retail Institute italy**  
**Piazzetta Giordano 4 – 20122 - Milano**  
International Association for the Development of Marketing-At-Retail  
Chairman and Chief Executive Officer  
Management of associative activities

*2005 - Oggi*

- Name and address of employer
- Type of company or sector
- Role

**Amagi sas**  
**Via Garibaldi 27/39 - 20090 Opera (Milano)**  
Marketing Research & Economic Studies  
Owner

*1986 – 1996*

*1998 - 2005*

- Name and address of employer
- Type of company or sector
- Role
- Assignments

**ACNielsen**  
**Via Di Vittorio 10 – 20094 - Corsico (MI)**  
Market Research  
VP – Chief Economist  
Statistical and economic analysis

*1996 – 1998*

- Name and address of employer
- Type of company or sector
- Role
- Assignments

**IRI - Infoscan**  
**Via dei Missaglia, 97 – 20142, Milano**  
Market Research  
VP - Direttore  
Statistical and economic analysis

*1981 – 1985*

- Name and address of employer
- Type of company or sector
- Role
- Assignments

**Prometeia**  
**via G. Marconi, 43 40122 - Bologna**  
Economic analyses and forecast  
Senior Economist  
Economic forecasts and industries studies

*1970 – 1980*

- Name and address of employer
- Type of company or sector
- Role
- Assignments

**High Schools**  
Istituti Tecnici di Bologna  
Teaching  
Teacher  
Mathematics and Physics

## **EDUCATION AND TRAINING**

1969 – 74  
1975 – 80  
1980 – 81

Degree in Physics – University of Bologna  
Laurea in Scienze Politiche – (Indirizzo Economico) – Università di Bologna  
Researcher at the London School of Economics and other universities

1981 – 85

PhD – European University Institute

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- Main subjects / professional skills covered by the study
- Qualification obtained

Physics – Economics – Econometrics – Consumer Theory – Market Research

Degree and PhD.

## CAPACITÀ E COMPETENZE PERSONALI

*Acquired in the course of life and career but not necessarily recognized by official certificates and diplomas.*

LANGUAGE

Italian

### **OTHER LANGUAGES**

- Reading skills
- Writing skills
- Oral expression skills
  
- Reading skills
- Writing skills
- Oral expression skills

### **ENGLISH**

EXCELLENT

GOOD

GOOD

### **FRENCH**

EXCELLENT

GOOD

GOOD

## OTHER SKILLS AND COMPETENCES

It is autore dei seguenti libri:

- ELEMENTI DI SOCIOECONOMIA DEI CONSUMI – COOPERATIVA LIBRARIA – IULM
- CONSUMI & CONSUMATORI: DIVAGAZIONI SOCIO-ECONOMICHE - COOPERATIVA LIBRARIA – IULM
- CRONO-DIZIONARIO DEI CONSUMI E DELLA DISTRIBUZIONE – EDITRICE COMPOSITORI
- PENSATO E MANGIATO: IL CIBO NEL VISSUTO E NELL'IMMAGINARIO DEGLI ITALIANI – AGRA EDITRICE
- DENTRO I CONSUMI – AGRA EDITRICE
- RETAIL EXCELLENCE – OPS EDITORE
- DIGITAL SIGNAGE: L'IMMAGINE ONNIPRESENTE - FRANCO ANGELI
- RETAIL EXPERIENCE IN USA – FRANCO ANGELI
  
- TRADUZIONE DI "THE ZERO SUM SOCIETY" - L. THUROW – IL MULINO
- PREFAZIONE A: "I VALORI DEL COMMERCIO" DI M.E. LECLERC – AGRA EDITRICE
- PREFAZIONE A: "LOYALTY MARKETING" – BRIAN WOLF - AGRA EDITRICE

### **SCIENTIFIC PAPERS**

THE ITALIAN ECONOMIC POLICY SIMULATED BY THE ECONOMETRIC MODEL OF BOLOGNA (1970-74), "ECONOMIC NOTES" (1980),

GLI ORARI DI LAVORO NELL'OTTICA NEOCLASSICA, "POLITICA ED ECONOMIA" (1983), con Giampaolo Rossini.

IL COMMERCIO ESTERO EUROPEO, DALLA SPECIALIZZAZIONE ALLA COMPETIZIONE, "POLITICA ED ECONOMIA" (1983), con Giampaolo Rossini.

IL DIBATTITO SUL CICLO ECONOMICO DI LUNGO PERIODO, "RIVISTA DI STORIA ECONOMICA" (1984)

OSSERVAZIONI SUI MODELLI ALLOCATIVI DEL CONSUMO E DEL TEMPO DI LAVORO, "ECONOMIA & LAVORO", (1984),

A COMPARATIVE STUDY OF THE ALLOCATIVE CHOICES OF CONSUMPTION, SAVING AND LEISURE IN SIX EUROPEAN COUNTRIES, "ECONOMIA & LAVORO", (1986),

OSSERVAZIONI SU UN MODELLO DI DISEQUILIBRIO DEL MERCATO DEL LAVORO ITALIANO (1954-80), ANNALI DELLA FONDAZIONE EINAUDI.

### **INFORMATIVE ARTICLES**

Collaboratore dal primo numero con la rivista MARK UP e con diverse altre riviste specializzate tra cui PROMOTION, GROCERY & BEVERAGES, FRESH POINT, GDO WEEK, LARGO CONSUMO, IN-STORE, FOOD