



# MARGHERITA MILOTTA

## ACADEMIC RECORD

Now Pavia	<b>NASP   ESOL</b> <i>PhD Candidate</i> PhD Candidate in Economic Sociology, Organizations and Labour Studies, a joint programme of University of Milan, University of Bergamo, and the Department of Economics and Management at the University of Pavia.
November 2022 October 2023 Pavia	<b>UNIVERSITÀ DEGLI STUDI DI PAVIA  </b> <i>Post-doc researcher</i> Researcher of a National Research Project promoted by Ministry of Innovation and Economic Development, Innovation call entitled "I.E.S.MAN. - Internet of Enterprise Sustainable MANufacturing". Activities: analysis of the competitive environment, Industry 4.0 & Sustainability synergies, analysis and mapping of business processes following digital and sustainable transformation processes
November 2022 September 2023 Pavia	<b>UNIVERSITÀ DEGLI STUDI DI PAVIA  </b> <i>Academic tutor</i> Academic tutor for students in "Business Administration and Management" and "International Entrepreneurship and Agile Marketing"
November 2022 Now Pavia	<b>INSTITUTE FOR TRANSFORMATIVE INNOVATION RESEARCH</b> Researcher and manager of the Agile Lab within the ITIR Research Center; Collaboration in a research project jointly with University of Montréal
April 2023 May 2023 Pavia	<b>PROOF EDITOR</b> <i>Occasional professional service</i> Editor of the book "International Entrepreneurship - Zucchella, Hagen, Serapio (2022)"
2022 2021 Liège - Belgium Pavia	<b>MASTER IN "INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP"</b> Curriculum in International Management <i>University of Pavia</i> <b>DOUBLE DEGREE MASTER IN "INTERNATIONAL STRATEGIC MARKETING"</b> <i>HEC Liège Management</i>  <i>Thesis: LEARNING TO TRANSFORM: THE CASE OF COGNE ACCIAI SPECIALI AND ITS LEAN, SUSTAINABLE AND DIGITAL TRANSFORMATION</i> <i>Final grade: 110/110 Cum Laude</i>
2020 2017 Pisa	<b>BACHELOR DEGREE IN BUSINESS ADMINISTRATION</b> <i>University of Pisa</i> Curriculum "Management and control" <i>Thesis: LUXURY DIGITAL EXPERIENCE: IL NUOVO VOLTO DEL LUSSO È ANCHE DIGITALE</i> <i>Final grade: 110/110 Cum Laude</i>
2017 2012 Alcamo	<b>HIGH SCHOOL DIPLOMA IN FINANCE, ADMINISTRATION AND MARKETING"</b> ITET G.CARUSO <i>Final grade: 100/100</i>

## CONFERENCE PARTICIPATION

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June 2023  
Dublin

**EURAM CONFERENCE** *Transforming Business for Good*

M.Milotta, Sustainable transformation: from unconscious behavior to conscious action, *accepted at Euram 2023*

June 2023  
Bari

**SIMA CONFERENCE** *Rediscovering local roots*

M.Milotta, Exploring the Drivers of Sustainable Transformation in Corporations: Deliberate Change or Unconscious Shift?, *accepted Sima 2023*  
**Awarded as one of the 10 best conference paper**

## PROJECTS

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May 2023  
September 2022  
Pavia

**BLENDED INTENSIVE PROGRAM (BIP)**

Organization of the BIP program, promoted by Erasmus +, jointly with University of Lyon, Cologne and LUT.  
Support students in developing an internationalization plan for a real startup

February 2022  
September 2022  
Pavia

**LAUREA MAGISTRALIS PLUS**

Selected for the program sponsored by the University of Pavia : training course requires the student to experience the working reality as a protagonist, inserting herself within one of the enterprises or other partner organizations of the project

October 2021  
December 2021  
Pavia

**HEC LIEGE NUDGE CHALLENGE**

Consumer behaviour research project made through Nudge Experimentation approach, conducted using a quantitative methodology

April 2021  
May 2021  
Pavia

**UNIVENTURE GOES INTERNATIONAL - UNIPV**

Elaboration of an internationalization plan for a start up, including foreign market analysis and selection, marketing strategy, entry mode selection.

October 2020  
December 2020  
Pavia

**UNIVENTURE 2020 - UNIPV**

*Project promoted by University of Pavia in collaboration with the municipality of Pavia.*

Elaboration of an innovation deck for a startup, including market analysis, business model creation, minimum viable product development and financial forecasts.

## WORK EXPERIENCE

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February 2022  
September 2022  
Albuzzano (PV)

**FEDEGARI GROUP |** *Strategic Marketing trainee*

"Life Science" Market Analysis: competitor analysis, positioning strategy, financial analysis, sensing and seizing new opportunities




October 2020  
November 2020  
Pavia

**CREATION DOSE S.P.A |** *Occasional professional services*

Elaboration of an Innovation Deck: Market analysis, business model creation, Minimum Viable Product development, Financial forecast

## EXPERIENCE ABROAD

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-  Double degree at HEC
-  English course at Bloomsbury Institute
-  Twinning project FR-ITA

## AWARDS

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Selected among the **SIMA Conference 10 Best Papers**  
4° position in **Univenture 2020**  
Scholarship "**Giuliana Ballerino**" by ITET G.Caruso (2017)

## CERTIFICATE

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Summer school in Sustainability management and reporting - **Università di Pavia**

Statistical thinking for industrial problem solving - **JMP** (2022)

**IELTS ACADEMIC** (2021)

Introductory Certificate in

Project Management - **IPMA** Italy (2021)

**ECDL Full** (2015)

*Authorize the processing of personal data contained in my curriculum vitae on the basis of art. 13 of Legislative Decree 196/2003 and art.13 of the 2016/679 EU Regulation relating to the protection of individuals regarding the processing of data*

*Melotta Margherita*