

## EDUCATION

### Master of Science Degree in Digital Business & Market Innovation

Politecnico di Milano - Dipartimento di Ingegneria Gestionale | 2019 - 2021

Thesis: Redefining impulse buying through the lens of the reflective-impulsive model. A multimodal investigation involving biometrics and self-reports

Mark: 110/110

### Bachelor of Science Degree in Management and Production Engineering

Politecnico di Milano - Dipartimento di Ingegneria Gestionale | 2015 - 2019

Thesis: Business Game

Mark: 92/110


### Liceo Scientifico


Filippo Masci (Chieti, CH) | 2010 - 2015


Mark: 100/100


## HARD SKILLS

 **Programming Languages**  
C, C++, SQL, Python

 **Microsoft Office Suite**  
Word, Excel, Powerpoint

 **Statistical Softwares**  
SPSS

 **Adobe Creative Suite**  
Lightroom, Photoshop, Illustrator

 **Video Editing / DAW Softwares**  
Logic Pro X, Final Cut Pro X

## SOFT SKILLS



### Leadership

Ability to motivate and inspire people to reach objectives



### Creativity

Use of lateral thinking in decision-making processes



### Communication

Ability to communicate information accurately and clearly



### Goal Orientation

Highly focused on goal-setting and results achieving

## BEST ACADEMIC PROJECTS

### BNP Paribas Leasing Solution Digital Innovation

Digital Business Innovation Lab Course | Mar - Jul 2021

Goal: to design and implement an online platform in collaboration with one of the main European leasing companies

### Multichannel Marketing Strategy Design

Multichannel Customer Strategy Course | Oct - Dec 2020

Goal: to uncover insights related to consumer attitudes starting from a real survey and to design a multichannel marketing campaign focusing on a specific segment of wearable devices market

## EXTRACURRICULAR ACTIVITIES

### Advanced Neuromarketing Course

Online | August 2021 - Ongoing  
Neurons Academy

### Introduction Certificate (IPMA Certifications)

Milano | October 2019  
International Project Management Certifications

### Too Good To Go Lead Generation

Leadership & Innovation Course | March - May 2020

Goal: to develop a new recruiting channel to increase the number of stores present on Too Good To Go's two-sided platform

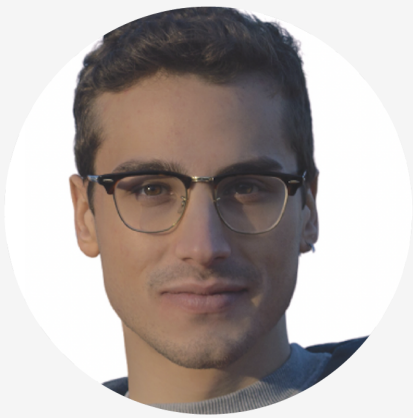
### MIP Business School BPR

A.P.P.A. Course | March - May 2019  
Goal: to apply the BPR (Business Process Reengineering) methodologies studied in the course of A.P.P.A. (Analisi & Progettazione dei Processi Aziendali) to improve MIP (Politecnico di Milano Business School) recruiting process

## CONFERENCE PAPERS

### Mandolfo M., Di Dalmazi M. & Lamberti L. (2021)

Dissecting Impulse Buying: implicit and explicit predictors of online impulse purchases. In IAREP-SABE Conference 2021 (pp. 1-40)



# MICHELE DI DALMAZI

**PhD Scholar at  
Dipartimento di  
Ingegneria Gestionale  
(Management Engineering)  
Politecnico di Milano**

## CONTACT



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## ABOUT ME

I was born on March 24, 1996 in Chieti, Italy. My specific research involves biofeedbacks, brain activity and behavioural responses to investigate the circumstances that may encourage and foster greener driving style without enhancing anxiety, boredom, stress or other potentially harmful feelings in the driver. I am active in the field of consumer behaviour and behavioural neuroscience too.

I am part of the research team of PHEEL (Physiology, Emotion, Experience, Lab), an interdepartmental laboratory of Politecnico di Milano encompassing the Departments of Management Engineering, Bioengineering and Design.

## LANGUAGES

 **Italian** | Native Language

 **English** | Excellent Written/Spoken

 **TOEIC** Certification - C1  
Mark: 920/990