
Name	Gianluca Loparco
Nationality	Italian
Education	<p>“Politecnico di Milano” University, Milan, Italy</p> <p><i>Management and Production Engineering (5 years degree) with specialization in economics, financial and information technology.</i></p>
Address	Via Tortona 25 (Milan) – Italy // Mobile: +39.335.1201056
Job Title	Director at Deloitte Consulting Srl
Competency	Strategy & Operations
Service Area	CRM

Short Profile

He is Director of the Customer Management & Strategy Service line at Deloitte Consulting Italy. He has been working in many business transformation projects leading the Oracle Siebel group, the Salesforce.com group and IBM Unica group in Real Time Digital Marketing, CRM, Work Force Management and Business Intelligence projects. He is currently working for Sky Italia as Program Manager reporting to the CTO and the CRM Director. He has also worked at Sky Deutschland from 2008 and 2010 as the Program Manager of the Customer Transformation program. He has joined Deloitte Consulting in May 2002, after two years of working experience in the Italian telco market and 6 months of previous working experience in the Italian Pharma market. He has a broad functional knowledge of Customer Management processes and technical knowledge of the market-leading software, having been engaged on projects spanning the entire life-cycle of systems development in the Communication & Media, Energy & Utilities, Gas & Oil and Consumer Business industries. He has fulfilled, for big-size clients (Sky Deutschland, Edison, Sky Italy, Kuwait Petroleum, odafone, Conad, EON) tasks such as program managing, gathering and analysis of application requirements, feasibility studies, technical architecture definition, and has refined his organizational, and team/client management skills in the role of project manager, through many participations in successful transformation projects.

Specialties: CRM, Management, Problem Solving, Communication, Information Technology driven by Business Drivers, Negotiation, Customer Management, Sales, Customer Service, Field Service, Marketing, Business Intelligence

Academic experiences

Since 2006 he is **Contract Professor at University of Pavia** for the course CRM systems, faculty of Engineering.

In 2003-2006 he has also worked for Politecnico of Milan University, Faculty of Engineer, as **Assistant Professor** of Information systems and BPR: he acquired deep knowledge in CRM processes, and in Business Process Re-engineering methodology through the participation in successful projects.

In 2002 and 2003 He also worked for Engineer University of Brescia: he was the teacher of *Enterprise Systems* module of the “Master in Supply Chain Management” course.

Mar.03 – Mar 2006 **Politecnico di Milano, Facoltà di Ingegneria.**
Assistant for "Laboratorio di analisi dell'informazione e dei processi aziendali", department of Ingegneria Gestionale

Mag.03/Mag.04 **Gestione dell'Informazione Aziendale - Politecnico di Milano**

Lectures:

- Processi, Canali e Sistemi per il Customer Service.
- Ottimizzare i processi di vendita con i sistemi di Sales Force Automation.

15.Mar.04

"Sistemi Informativi Avanzati per la PMI" – Università degli Studi di Brescia

Speech during the event at Università degli Studi di Brescia, Faculty of Engineering.

19.Nov.03

"Strategie CRM per la PMI"- Politecnico di Milano

Speaker during the event at Unione Industriale di Como.

Mag.03

Università Statale di Milano – Computer Science Faculty

Lectures:

- Aspetti funzionali e tecnologici dei sistemi di Sales Force Automation: il caso Siebel.

Mar.03

Università di Ingegneria di Brescia.

Seminars:

- L'informatizzazione dei processi aziendali per la gestione strategica dei canali di vendita e di assistenza al cliente.

Publications

"I sistemi Informativi per l'impresa digitale"

McGraw-Hill Editore, Aprile 2005

"Ottenere il massimo dal proprio CRM"

Amministrazione & Finanza, Pianificazione e Controllo (#2, 2005)

"Sales Force Automation, Sì grazie!"

Office Automation – Editore: Soiel International, Giugno, 2004

"UMTS tra dubbi e certezze"

Office Automation – Editore: Soiel International, Novembre 2003

"UMTS: una tecnologia che tarda ad affermarsi"

Comunicazioni e Internet (SMAU 2003) – Editore: Soiel Internation, Ottobre, 2003

Languages

Native language

Italian

Proficient in business

English

Education

Scientific high school degree

Management engineering degree - Politecnico of Milan – Italy