



Giulia Solinas

Details

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Date of birth: 02/05/1985
Nationality: Italian

Links

[Personal website](#)

[Blog](#)

[LinkedIn](#)

[GitHub](#)

[Publications](#)

Coding skill

R: excellent
STATA: excellent
Python: very good
Git & GitHub: very good
MS Office: excellent

Hobbies

Hiking with child carrier,
blogging when not
sleeping, eating ice
cream with family and
friends, skiing and
swimming if someone
else babysits, learning to
coding better.

Languages

English Professional working
experience

German: Professional working
experience

Italian: Native speaker

Profile

I am Giulia, an expert in data analytics to develop an innovation strategy, advance digital platforms, and optimize organization design. My core field expertise includes the pharmaceutical industry, med-tech, and micro-lending finance. I am looking for a career change from academia and am excited to work at the edge of data analytics and consulting.

Skills and expertise

Data analytics, statistics, data modelling, machine learning, R, Python, Git, GitHub, digital transformation and platforms' design, management consulting, innovation management, communication and presentation, stakeholder management.

Employment history

Assistant Professor in Strategy at LMU Munich - DE

MARCH 2018 — PRESENT (PARENTAL LEAVE 17/05/2022-01/03/2024)

- Collaborated with start-ups and major consulting companies (Accenture, Deloitte) on strategic digital transformation projects in med tech, automotive, mobility, and logistics.
 - Project scope: digital platform governance, organization design, ecosystem management, personas' data-sharing propensity scoring, and strategic market analysis based on social media open data and text analysis.
 - Roles and tasks: market research and competitive analysis, web data scraping, datasets preparation, GitHub agile project version control, hypotheses development, data modelling (sentiment analysis), supervision of intermediate and final presentations, final framework recommendation.
- Led research project about digital micro-lending platforms, presenting papers at conferences and organizing international workshops.
 - Project scope: design of platforms' strategic governance and sustainable targets using data modelling and field interviews.
 - Roles and tasks: field interviews, web data scraping, datasets preparation, data modelling (panel linear regressions, diff-in-diff analysis), data visualization and findings' diffusion through social media channels and workshops.
- Collaborated on miscellaneous research projects about information sharing on platforms and organization design:
 - Tasks: web data scraping, EDAs, data modelling (PCA and k-means clustering).
- Coordinated quantitative methods' internship on sentiment analysis models (rule-based).
- Led and coordinated senior expert teams in editorial projects on digital transformation and M&A strategic design.
- Coordinated Ph.D. program, incl. budgeting and expert contributions.
- Led and coordinated bachelor and master courses in strategic management of digital platforms and strategic organization design.

Assistant Professor in Strategy at University of Liverpool - UK

SEPTEMBER 2015 — FEBRUARY 2018

- Supported MBA students' final consulting projects for implementing strategic advice.
- Led and coordinated bachelor courses in global strategic management including the introduction of simulation games for strategic decision making.

Research Associate at Bayes (formerly Cass) Business School - UK

SEPTEMBER 2011 — SEPTEMBER 2016

- Directed and led 30 projects on intellectual property (IP) operations and strategic performance with thirty "Fortune 500" companies. Results featured in 'IP Magazine' and conference presentation. Core focus on the pharmaceutical industry.
 - Project scope: patents value chain mapping, organization design and optimization of the patenting process, licensing contracts' design using data modelling .
 - Roles and tasks: coordination with C-level, strategic market research, competitive analysis, benchmarks development, datasets preparation, data modelling (panel and multivariate regression model, structural equations modelling, fuzzy set analysis), data visualization, bi-yearly internal presentations, a final report with tailored recommendations.

- Datasets: Compustat, Thompson Reuters, Orbis, Factiva, Lexis, Clarivate, Patstat, NBER patent dataset, NBER FDA Orange Book, SDC platinum.
- Conducted market analysis and survey about healthcare management in the UK in collaboration with a boutique consulting company.

Research Associate at University of Verona - IT

SEPTEMBER 2010 — JUNE 2013

- Led executive education in strategic decision-making at the regional agency for payment and trade register.
- Conducted case studies and market analysis for the trade register

Additional experience

Co-founder at Diagonalising Ventures GmbH Neuried – DE

MARCH 2023 — PRESENT

- Business angel scouting start-ups (med-tech). Tasks: Business model analysis, market analysis, negotiation.

Data Scientist (Intern) at Thalteg GmbH – Munich –DE

SEPTEMBER 2023 — PRESENT

- Project scope: Optimization of location choices for e-mobility platform. Tasks: dataset preparation (data aggregation from open sources, data cleaning), GitHub agile project version control, geo-data visualization w.Geopandas, machine learning modelling design (random forest, poisson regression).

Certifications

BCG consulting virtual experience “Climate and Sustainability” on Forage

MARCH 2023 — JULY 2023

- Strategy consulting virtual participation in a sustainability project in the automotive industry. Tasks: Industry research, data analysis, costs and benefits analysis, risk identification, strategic reasoning, strategic advice, communication, investor relations.

Data Analytics Concepts with Python – HFU

JULY 2023

- Strategies for Pythonic computation, state-of-the art Python packages for Exploratory Data Analysis, GitHub

Machine Learning Advanced Data Analytics with Python – HFU

JULY 2023

- Supervised and unsupervised ML modelling, interpretability and validation of ML models, advanced statistical principles of ML models, GitHub.

Python Fundamentals – DataCamp

JULY-AUGUST 2023

- Data wrangling, data visualization, functions writing, scoping, error-handling, iterators, list comprehensions, generators

Education

Ph.D. in Management (2017), Bayes Business School, City University of London, London – UK

Ph.D. in Business Administration (2013), University of Verona, Verona – IT

M.Res., Bayes Business School (2012), City University of London, London – UK

M.Sc. in Business and Economics (2010), University of Verona, Verona – IT

B.Sc. in Economics (2008), University of Verona, Verona – IT

Awards

Fully funded Ph.D. stipend (2011-2015) awarded by Bayes Business School City University of London.

Fully funded Ph.D. stipend (2010-2013) awarded by University of Verona.

Professional Membership

Nushu – Women in Big Data.