

## Gian Marco Serra

gserra.mam2023@london.edu +39 333 2911956 www.linkedin.com/in/serra1999

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### EDUCATION

- 2022 - 2023**     **London Business School, London**  
Reading for Masters in Analytics and Management  
GMAT: Final Score: 750, Quant 49, Verbal 42, overall 98% percentile  
Courses: Data Science for Business, Business Strategy Analytics, Decision Analytics and Modelling
- 2018 - 2022**     **Bocconi University, Milan**  
Bachelor in International Economics and Management, GPA: 3.8/4  
Courses: Operations Management, Strategic Management, VC and innovation finance, Management Science
- 2020 - 2022**     **Guanghua School of Management at Peking University, Beijing**  
Double Degree Bachelor in Business Administration with Bocconi, GPA:3.73/4  
Awarded Merit Scholarship worth over \$30k

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### BUSINESS EXPERIENCE

- 2022 - 2022**     **RIVECO GENERALSIDER, Pescara - Italy**  
**SME (~210 employees) which produces steel pipes and pipe coatings**  
**Strategy Intern (4 months)**
  - Designed a new business plan presentation related to company's diversification into structural tubes sector with an investment worth over €7 million
  - Negotiated with Korean and Chinese provisioning of steel products worth over €300'000; created reports on delivery accounting for logistical and geopolitical factors in South-East Asia
- 2021 - 2021**     **RSA ASIA, Shanghai**  
**Consulting Firm Specializing in relationships between Italian and Chinese/ASEAN firms**  
**Summer Intern (2.5 months)**
  - Drafted risk analysis reports and presentations for four Asian countries including Japan and China; overviewed economic, political, financial risks, included detailed FDI, labor legislations and covid policies
  - Led intern team performing a fiscal analysis and comparison of 4 countries in central-south Asia with Italy, producing a report published for commercial use
  - Communicated with CEO Lorenzo Riccardi, edited interviews published on Italian paper 'Il Sole 24 Ore'
- 2019 - 2019**     **POBO FINANCIAL, Shanghai**  
**Fintech firm specialized in financial information distribution and automated trading trading platform**  
**Intern (3 months)**
  - Analyzed and formulated investment strategies for trading futures and options and coded each on Python for use on the POBO trading platform; SMA strategy generated 14% yield in apple futures trading
  - Supervised and mentored team of 3 interns in coding on Python and generating investment strategies

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### ADDITIONAL INFORMATION

- Fundraising**     Headed team organizing and promoting a crowdfunding campaign for "Phoenix", a Bocconi-Citibank foundation for a year. Ultimately €10'000 were raised in equipment for prisons in the Milan area
- Projects**         Was team leader in Capstone project for LVMH China. Built plan for compliance to PIPL privacy laws (GDPR equivalent) on cross-border transmissions of data from Chinese online purchases, accounting for 8% of LVMH Group global sales. Final report commended by LVMH China Head of Digital Department.
- Interests**        Waterpolo: headed training for goalkeepers , Climbing: climbed slope of 6a difficulty, Travelling: backpacked through the South of Italy (2020) and Norway (2022), instant camera photography: Polaroid 600
- Pro-Bono work**     Was pro-bono consultant for start-up "Dinehome". Devised business plan for geographical diversification in 3 Italian regions; designed presentation winning €15'000 at "IncrediBol" and was finalist in 'Start-up day', 'WMF!', '2030 Social Impact' start-up competitions; negotiated deals worth up to €1'000 with local associations to market platform; created surveys to collect information from users and analyzed data to improve service
- LBS Activities**     Member of Consulting club, Climbing/Bouldering club, Board Game Club,
- IT Expertise**        Office Package (Word, Excel, PowerPoint), Python, Gretl, R, Qualtrics
- Languages**         Italian (Native), English (Native), French (Fluent), Spanish (Working proficiency)