

Maximiliano Federico Scocoza Meza

Strategic Planning & Data Science

Born Oct. 31st 1989 **Nationalities** Argentine & French
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Economist and social researcher with a passion for design, nature and tech. Experience in both multinational corporations and Government strategic planning. Proven success on implementing full organization data-driven transition. Experience in service design, mass consumption market analysis, consumer targeting and understanding, business development, sales strategy and negotiation, team leadership and coaching. I focused my studies on decision making and the mass adoption of innovative Information and communication technologies. Connecting tech and data with people's needs.

Studies:

Universitat Pompeu Fabra – 2019 - Postgrad in Project Design & Evaluation - Remote Buenos Aires
Universitat de Barcelona – 2018 - Master in Sociology - Research & Innovation - Barcelona, Spain
Universitat Pompeu Fabra – 2017 - Big Data & Social Media analysis course - Barcelona, Spain
Universidad del CEMA – 2011 - Bachelor Degree in Economics - Buenos Aires, Argentina

Working experience:

Buenos Aires City Government (www.buenosaires.gob.ar)

Secretariat for planning, evaluation and management coordination

Director - Office for Evaluation and Service Quality

abr 2020 - today

Lead and coach 3 teams with a total of 20 members. Designed office vision, deployment pipeline, processes and methodologies with the objective of monitoring and evaluating the performance of the whole government operation. Deployed first ever set of KPI dashboards for the entire government plan monitoring. Implemented UX research integration within the evaluation process.

Chief of staff - Office for Evaluation and Quality

ago 2019 - mar 2020

Information Manager- Office for Quality

mar 2019 - ago 2019

Data Intelligence Consultant - Secretary's Cabinet

ene 2019 - mar 2019

PM - Office for Planning

mar 2018 - dic 2018

Johnson & Johnson Argentina (www.inj.com)

Business development executive - B2B Traditional retail stores

mar 2016 - sep 2016

Corporate Social Responsibility and Citizenship Coordinator

mar 2015 - sep 2016

Business development assistant - B2B Supermarkets

mar 2015 - feb 2016

Trade Marketing analyst- Modern Retail

jun 2012 - feb 2015

SCA Asia Pacific Headquarters - China (www.sca.com)

Business development and Strategy trainee

dic 2010 - mar 2011

Data Science Professor - Economic phd currícula, Universidad del CEMA - 2nd semester 2020