



Professional Profile

PhD in applied economics and management at UNIBG and UNIPV. Doctor in Pharmacy at the University of Pavia, he later studied the issues relating to health economics and pharmacoeconomics through certified participation in different courses.

Adjunct Professor at the University of Pavia Department of Pharmaceutical Sciences in Marketing and Communication in Pharmacy.

He currently holds the position of senior project & research lead - associate at the research center S.A.V.E. Studi Analisi e Valutazioni Economiche S.r.l., for which he carries out experimental data processing activities in the pharmacoeconomic field with particular attention to HTA (Health Technology Assessment) in order to create scientific publications designed for both a general public and a specialized public.

He is in charge of the scientific writing activity. He deals with communication and research in the health sector, with particular focus on the areas of pharmacoeconomic policies, marketing and communication. He carries out training activities both in the context of ECM courses, both in national and international academic settings.

Personal Data

Place of birth: Milan

Date of birth: 08/11/1985

E-mail: giacomomatteo.bruno@unipv.it

Qualifications

PhD in Applied Economics and Management c/o the Interuniversity Doctorate of the University of Bergamo and University of Pavia.

Association of Pharmacists Enrollment at Milan Province jurisdiction, after passing the Italian Republic state exam.

Graduated in Pharmacy at the University of Pavia with the frequency and participation in several certified labs in the field of control and chemical-pharmaceutical synthesis.

Scientific Maturity at the equal High School Zaccaria Institute

Foreign Languages

English

Good knowledge of spoken and written English.

Possess certification courses achieved at the British Council in Milan

Work Experiences

PhD in Applied Economics and Management c/o the Interuniversity Doctorate of the University of Bergamo and University of Pavia.

Doctor of Pharmacy at the University of Pavia, where I subsequently deepened the issues relating to economics and drug-economic analysis through the experimental thesis and subsequent in-depth courses.

Contract professor in marketing and communication degree course in Pharmacy - Department of Pharmaceutical Sciences of the University of Pavia.

Assistant to the director, member of the faculty and lecturer at the MAMAF master, **Master in Marketing & Management of the Pharmaceutical sector** - Department of Pharmaceutical Sciences of the University of Pavia.

Member of the teaching staff and lecturer at the Master Nutrialia Master specific for the Nutraceutical sector - Department of Pharmaceutical Sciences of the University of Pavia.

Lecturer at the Master in Pharmacy Services - Department of

Pharmaceutical Sciences of the University of Pavia.

Senior Strategic Project Manager & Associate at S.A.V.E. Studies Analysis Economic Evaluations S.r.l., for which I take care of the coordination of research projects, which I accompany activities of publication, teaching and marketing communication as well as social network management.

Member of the editorial board of the journal ClinicoEconomics, Italian Articles on Outcomes Research.

I carry out intense training activities both within the ECM courses and in the national and international academic field, member of the scientific committee of MakingLife PharmaFuture & Health.

Member of the Pharmaceutical Marketing Department of the Italian Association for Marketing Development (AISM).

I have several Italian and international publications to my credit.

From October 2012 to May 2017 - **Farmacia Boccaccio by Dott.ssa Paola Colombo** - Via Boccaccio 26 - 20123 Milan, main pharmacist. Working in direct contact with customers; pharmacy private facility.

From January 2012 to September 2012 - **Ripa's Pharmacy by Dr. Giorgio V. Tarantino** - Ripa Ticinese 33-20143 Milan; main pharmacist. Working in direct contact with customers; pharmacy private facility.

I'm also able to manage independently the receipt, sorting and organizing of several orders of stock, with different operating systems.

From February 2011 to July 2011 - implementation of an experimental thesis at the **Società SAVE Studi Analisi Valutazioni Economiche s.r.l.**- Via Previati 74 - 20149 Milano.

Scope and theme of the script: "**Drug-economic aspects in the treatment of HIV.**"

From March 2008 to December 2011 - **Ripa's Pharmacy by Dr. Giorgio V. Tarantino** - Ripa Ticinese 33-20143 Milan; trainee specialist with the function of supporting the main pharmacist, working in direct contact with customers, experience related to the field of professional training; pharmacy private facility.

From January 2010 to April 2011 - **Bruno Studio s.r.l.** - Via Salasco 40 20136 Milan. Taken with project contract at Studio Professional Real Estate management mentioned above, I have dealt with the organization and management team within the office itself. I managed and organized on my own their customer portfolio growth and, by a specific computer program, I managed budgets and invoices of many clients, followed then entirely by me.

Finally, through the creation of mailing lists, I have dealt with the continuous flow of information to current and potential customers, managing personal contact with the various parties.

From June 2008 to December 2009 - "**Azienda multi servizi e Farmacie**" **Farmacie Comunali di Cinisello Balsamo** - Via Carducci, 21 20092 Cinisello Balsamo. Trainee with the function of supporting the main pharmacist to provide support at the counter, in direct contact with customers. Pharmacies in public-municipal structure, here I was able to enrich my experience at all Municipal Pharmacies , located in the Municipality of Cinisello Balsamo.

2002 - 2008

Various jobs: telephone interviewer, trade or commerce for Fastweb, merchandisers, promoters for the company T-Communications working in marketing and advertising for third parties for which I was following the organization and supervision of the team assigned for sponsorship.

Publications

<https://orcid.org/0000-0003-4571-654X>

Further Specializations

March 2011 achievement certificate of participation in **2011 RYLA** (Rotary Youth Leadership Awards) "Leadership: Integrating energy to build projects". The theme of the course, developed through seminars and out-door training, is to create and generate the competences for the growth of an effective and efficient team of work, thanks to the development of specific leadership skills, future orientation and planning skills.

Achivement of the **European Licence for the Use of Computers** (ECDL).
Excellent knowledge of all major Office applications.

It authorizes the use and disclosure of personal data under the D.l. 196 of June 30, 2003, Italian law on the protection of personal data.
Milan, April 2023

Giacomo M. Bruno