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EXPERIENCE

Researcher, Consumer Behavior – SCCER CREST, Neuchâtel, Switzerland

June 2017 – Present

SCCER CREST is a governmental project, spanning all major research institutions in Switzerland. SCCER CREST provides detailed, evidence-based insights based on the analysis of consumer's habits and personality.

- Assess consumer's perception of sustainable products & services (through data).
- Analyze the behaviors of consumers within their household and their choice of transport.
- Segment the population mainly through data-driven techniques & create statistical models.
- Identify the personality and situational variables that lead to behavior change.
- Compile reports for mainstream media and for policy makers.
- Design and distribute surveys in order to collect data from Switzerland and the US.
- Implement Social Media Analytics coded in Python (e.g. Web scraping & Sentiment Analysis) to assess opinions and behaviors on social media and e-commerce platforms.

Acquired skills: segmentation, data driven techniques, social media analysis and statistical modelling.

PhD Researcher - University of Geneva, Switzerland

Oct 2012 – Nov 2016

- Programmed scripts to run analyses, execute experiments and automatize tasks.
- Developed ideas for scientific investigations, five of which became completed projects.
- Analysed, visualized and interpreted data using Matlab, Excel, SPSS, R & Adobe Illustrator.
- Oversaw projects by monitoring finances and supervising trained assistants.
- Coordinated a research project between Munich and Geneva.
- Presented findings at international conferences and wrote articles for publication.

Acquired skills: research skills, programming proficiency, research creativity and communication.

Visiting Researcher - University of Munich LMU, Germany

Sept 2015 – Dec 2015

- Analyzed data using Regression, Robust Statistics, ANOVAs and psychometric functions.
- Learned from expert researchers and frequently presented results to the team.
- Programmed an innovative experimental design based on a high level of automation.
- Acquired coding strategies and statistical techniques (i.e. psychometric function, bootstrapping, general linear models and density plots).
- Employed diplomacy to keep everyone involved and happy with the direction of the project.

Acquired skills: advanced data analysis and coding.

European Technical Advisor – E4E, Glasgow, UK

Oct 2010 – Aug 2011

- Provided hardware and software support using various customer relationship management (CRM) solutions in Italian and English for multiple clients (e.g. Sony, Globalware and Jawbone).
- Communicated with internal departments & management in order to fix issues.

Acquired skills: problem solving and customer service.

Localization QA Tester - E4E, Glasgow, UK**July 2010 – Sept 2010**

- Proofread, adapted and translated text to make videogames more relevant to English and Italian speaking users.
- Encoded errors into bug databases to inform the developers in California and Japan.
- Cooperated extensively with team members to solve global problems in online gaming modes.

Acquired skills: teamwork, use of databases, technical language and attention for detail.

Customer Service Advisor - Clydesdale Bank, Glasgow, UK**June 2004 – Sept 2004**

- Dealt with customers face to face and by telephone to ensure their needs were met.
- Steered customers towards new products or services that better suited their needs.

Acquired skills: accuracy, retail banking protocols and selling of products.

**EDUCATION****PhD in Neuroscience - University of Geneva, Switzerland****Oct 2012 – Nov 2016**

- Awarded Doctorate Degree for project on Eye Movements and Visual Attention. The specialization also encompassed the fields of psychophysics and cognitive psychology.

MSc in Research Methods in Psychological Science - University of Glasgow, UK**Sept 2011 – Sept 2012**

- Degree awarded with Distinction. Courses focused on statistics, quantitative research methods & programming, for investigations into the field of cognitive science and neuroscience.

BA in Psychology - University of Strathclyde, UK**Sept 2006 - June 2010****LANGUAGES**

- **English:** Mother Tongue.
- **Italian:** Mother Tongue.
- **French:** Advanced Comprehension; Intermediate Writing; Intermediate Speaking.

**AWARDS AND ACHIEVEMENTS**

- Conducted a series of analysis that led to consumer insights on energy-related behaviors and choices that are helping to shape the decisions of Swiss policy makers (2018).
- Awarded funding for research stay from “Fondation Ernst & Lucie Schmidheiny” in 2015.
- Winner of the Italian national session of the European Youth Parliament (EYP) and subsequently “Committee Member” at international EYP sessions in Durham (UK) and Tabor (Czech Rep).

**ADDITIONAL INFORMATION**

- Additional courses taken: Structural Equation Modeling (Chicago, 2017), Google Analytics (online, 2017) and Social Marketing (Neuchâtel, 2017).
- Presented scientific findings at conferences and workshops in Glasgow-UK (2012), Lund-Sweden (2013), St Pete’s Beach-Florida (2014, 2015, & 2016) and Vienna-Austria (2015).
- Gave one-off lectures in the University of Neuchâtel (Switzerland) on “The value of Data in Marketing” (2017) and on “Segmentation” (2018).