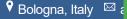
ALEX ZANON





Senior Manager with a **10 years experience** in **Change Management Advisory & Managerial Training** and a strong background in **Behavioral Science** applied to complex business challenges, such as:

- Decision Making under uncertainty
- New leadership models & ways of working
- ESGT Sustainability and Ethics of AI
- Diversity & Inclusion

ACTUAL POSITION



Senior Manager | Change & Behavioral Science

SCS Consulting • http://www.scsconsulting.it/

I started working at SCS Consulting as Analyst in 2013, then I was fast-tracked to Senior Consultant in 2015, promoted to Manager in 2018 and reached Senior Manager in 2022

► MAIN ROLE RESPONSIBILITIES & RECENT RESULTS

- I lead the Behavioral Science Practice, that I founded in 2020 inside the People & Change Management Area, to which I report
- I am responsible for and evaluated on the ideation, development and go to Market of new offerings and value proposition in the Behavioral Science, Change Management and Training areas.
 - > 2023 Personal Acquisition: € 552.000 (30% of Total P&CM Area Revenues)
 - > 2022 Personal Acquisition: € 596.000 (25% of Total P&CM Area Revenues)
- I directly supervise Change & Management Development programs with full accountability on client relationship, output delivery / quality and revenue account monitoring. In a year, on average I lead 20-25 projects for 15 20 different clients mainly in the Financial Services, Utilities and Public Administration sectors
- I act as a Behavioral Science and Change Management Lead in complex programs, as well as Master Trainer / Keynote Speaker in Corporate Top Management programs / Seminars / Conferences
- I provide coaching and feedback to Junior, Senior Consultants and Managers within a structured performance evaluation process

▶ 5 EXAMPLES OF RECENT CHANGE MANAGEMENT PROGRAMS LED BY ME

- Design and delivery of a 3+ years long Cultural Change program to develop an Inclusive Leadership style for an historical Italian Investment Advisory & Wealth Management Group
- Set-up and implementation of the Operating Model (Tools creation, Process design, Responsibilities definition, Skill training) of the newly established Group Change Management Function for a leader Insurance Company
- 3. Re-design of the **Decision Making processes and enabling skills** for the **Executive Committee** of a Group Transformation Unit inside an Insurance Group
- 4. Co-design and implementation of a **Change Management program** to support the start-up of a 700+ people *NewCo* for a multinational Banking Group
- 5. Design and delivery of Change Management programs to support the introduction of the Smart Working paradigm within several companies

▶ 5 EXAMPLES OF RECENT **BEHAVIORAL SCIENCE PROJECTS** LED BY ME

- 1. Implementation of the **nudge approach** to a set of **Compliance challenges** within a leading Italian Bank
- 2. Support in the establishment and experiential training of a **Behavioral Science** interfunctional Task Force within a Financial Services company
- 3. Design and delivery of a **Management Development Program** on how to use **nudging and behavioral science tools** to act as a **Choice Architect** for the team in an industrial automation company
- Design and delivery of a Behavioral Science Lab to apply the nudge & boost approach to improve the inclusivity of HR processes and to foster inclusive behaviors inside a leading Italian banking group
- 5. Design and implementation of a "Quick Behavioral Intervention" format, based on nudging, to improve the effectiveness of meetings (< time, costs, risks)

► 5 EXAMPLES OF RECENT TRAINING & DEVELOPMENT PROJECTS LED BY ME

- 1. Ideation and development of a **digital serious game** to train around **30.000 people** of an Insurance on **how to make ethical decision in dilemma** situations
- 2. Ideation and development of a **digital serious game** to educate over **9.000 employees** of an Utility Company to **CDR** and to **sustainable digital behaviors**
- Ideation of a long Hackathon program based on Service Design and Design Thinking methodologies, involving 150+ Talents to tackle strategic corporate Challenges in the field of Sustainability, D&I, HR and Digital Transformation
- Co-design and implementation of a worldwide social learning program (> 100 people involved, in 11 nations) aimed at developing a set of tools to implement the CSV (Creating Shared Value) approach in an industry-leader energy company
- 5. For many clients in different markets, **design and delivery of training programs** (both in Italian and English) on: **Decision Making / Influence / Negotiation / CX**

TEACHING & OTHER ACTIVITIES









Adjunct Professor @ IULM University, Milan

Lecturer for the Master in Behavioral Economics and Nudging in Change Management Foundations

2016 – now Adjunct Professor @ University of Urbino

Lecturer at the Education Science Department in Decision Making, Leadership, Team Working

2019 - now

2016 - now

http://www.farecentromentoring.it

Lecturer @ Professional Datagest Management School, Bologna

Teaching position in "Behavioral Aspects of Project Management" for Executive Master courses in Marketing Management, Enterprise Communication and Human Resources Management

Co-founder @ FareCentro - The first italian hub for pedagogical mentoring, Pesaro

Winner of the 2016 prize "Competition BPLab Entrepreneurship&Startup" - promoted by BPCube



PREVIOUS WORK EXPERIENCES



Training and Communication Manager

Business Incubator in collaboration with University of Urbino.

FA.NE.P. onlus - Associazione Famiglie Neurologia Pediatrica, Bologna http://www.fanep.org

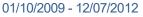
Design and management of **training programs** Creation of external **communication materials** (video, brochure, papers...) Responsible for developing the **on-line presence** of the association (official website, social media...)

| FORMAL EDUCATION & TRAINING | | | | | |
|--------------------------------|------------|--|--|--|--|
| 04/00/0000 | 00/00/0000 | | | | |











ALMA MATER STUDIORUM Università di Bologna

CERTIFICATIONS & AFFILIATIONS

Master in Behavioral Economics & Nudging. Behavioral Science, Choice Architecture & Change Management IULM University | Milan

Executive Master in Digital Innovation

Retail Institute Italy | Milan

Degree in Training and Human Resources Development with honors

Psychology & Educational Sciences Department – University of Bologna

Thesis titled: "Transforming yourself for transforming the others: reflective practice as a meta-competence for the professional trainer"

GAABS Certified Member http://www.gaabs.org



The Global Association of Applied Behavioural Scientists

The Global Association of Applied Behavioural Scientists (GAABS) is the world's first independent organisation representing the interests of applied behavioural scientists, primarily working in the private sector.



President and co-founder @ AICANBE http://www.aicanbe.it

Associazione Italiana Choice Architecture, Nudging & Behavioral Economics

The Italian Association of Choice Architecture, Nudging & Behavioral Economics is a recently founded organization which aims to be the point of reference for the Italian community of practitioners in the field of Applied Behavioral Sciences.

PUBLICATIONS

Mengozzi L., Zanon A., Ripani B., *Learning is a serious game: study on gamification and serious gaming for education and training*, Research Report produced as a deliverable of the "*Compete! Competences for Effective labour market Entry!*" project , co-founded by the Erasums+ Programme of the European Union, https://competeproject.eu/wp-content/uploads/2020/07/O2_Study-on-gamification-and-serious-gaming-for-education-and-training.pdf, 2020

Zanon A., *EasyPraDISI: uno strumento a supporto dell'elaborazione delle osservazioni*, in R. D'Ugo, I. Vannini, *PraDISI. La valutazione formativa delle prassi didattiche dell'insegnante di scuola dell'infanzia: osservare per riprogettare*, FrancoAngeli, Milano, 2015, pp. 99-119

| PERSONAL SKILLS | | | | | |
|--------------------|---------------|---------|-----------------------|----------------------|---------|
| Other languages | UNDERSTANDING | | SPEAKING | | WRITING |
| - | Listening | Reading | Spoken interaction | Spoken production | |
| English | C2 | C2 | C2 | C2 | C2 |

Other Skills & Interests Airplane Pilot, with VDS flying license earned at *Professional Aviation* Flight School, Ozzano (BO)