



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**

 it.linkedin.com/in/alexzanon/

ACTUAL POSITION

01/03/2013 – now



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

1. 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
2. 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
4. 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**
3. 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
4. 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



2021 – now

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

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



2016 – now

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

<http://www.farecentromentoring.it>

Winner of the 2016 prize "Competition BPLab Entrepreneurship&Startup" – promoted by BPCube Business Incubator in collaboration with University of Urbino.

PREVIOUS WORK EXPERIENCES

01/07/2005 – 15/01/2013



Training and Communication Manager

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

01/02/2020 – 30/09/2020



Master in Behavioral Economics & Nudging.

Behavioral Science, Choice Architecture & Change Management

IULM University | Milan

01/10/2017 – 23/02/2018



Executive Master in Digital Innovation

Retail Institute Italy | Milan

01/10/2009 - 12/07/2012



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

**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*"

CERTIFICATIONS & AFFILIATIONS

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 Erasmus+ 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

English

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
C2	C2	C2	C2	C2

Other Skills & Interests

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