

Gianluca Centraco

Email: gianluca.centraco@unito.it

Nationality: *Italian*

[LinkedIn](#)

Education

2023–present **PhD in Business & Management**

University of Turin – Turin, Italy

- Full doctoral scholarship, Department of Management
- Research areas: Blockchain's impact on business model, strategies and management

2017 – 2019 **MA in China Studies**

Zhejiang University – Haining, China

- Awarded a full scholarship to complete a *Double Degree Program in China Studies*
- Coursework included courses in China and Global Governance, Chinese Foreign Policy, China-EU Relations, and Chinese language (mandarin).

2019 - 2020 **Growth Hacking Marketing Master**

TAG Innovation School - Turin, Italy

- Lectures with c-levels executives focused on the practical implementation of growth strategies for the Italian startup *Yakki*.

2016 – 2018 **MA in International Relations - China and Global Studies**

University of Turin – Turin, Italy

- Final grade: 110 *cum laude*
- Master thesis in Politics, Society and Economics on “*When Ideology meets Technology: The Chinese Social Credit System*”

2013 – 2016 **BA in Political Science**

University of Turin – Turin, Italy

Professional experience

- 2023-present **TOChina Alumni Board**
- I help to enhance the brand awareness and I contribute to the engagement and online exposure of events and activities.
- 2022-present **Digital Strategist**
Freelancing, worldwide
- I offer strategic and operational consultancy to SME & start-ups aimed at scaling their online businesses.
- 2019 - 2022 **Analyst and Web Marketing Manager**
Arduino, Italy
- I achieved 500% return on advertisement spent 2 years in a row through behavioural marketing campaigns
 - I managed budgets of US\$500,000 and obtained ~2.5M in revenues
 - I designed and implemented advertisement campaigns targeting four EU member countries (Italy, UK, Germany, France) and North America (USA and Canada).
 - I built the tracking infrastructure and analysed data of customers' online behaviour in order to provide actionable data and insights to Business Units Leaders.
- 2015 - 2018 **Filadelfia ONLUS** – Turin, Italy
Volunteer
- Supported the provision of primary assistance to refugees and the homeless, with a focus on management and distribution of clothes and food supplies

Current Academic Projects

- *Blockchain's application on Business & Management: an exploratory study*
- *Real-world assets tokenisation: overview and perspectives*
- *DAOs and new value-distribution models on Corporate Governance*

Certifications and scholarships

- 2017 *Full Merit Double Degree Scholarship, Zhejiang University & University of*

Turin

2017 *TOChina Summer School - Politics, foreign policy and political economy of contemporary China, TOChina Hub, Turin, Italy*

Language Skills

Italian (Native), English (C1), Chinese (HSK3)

IT Skills

Google Data Studio: Advanced

Google Analytics: Advanced

Stata: Intermediate

Power BI: Intermediate

R: Beginner