

CURRICULUM VITAE

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Short Bio

Salvatore Maione is a Ph.D. candidate and researcher in Marketing at Università della Svizzera italiana (Lugano, Switzerland), where he conducts his research in the context of choice behavior using advanced statistical software such as pythonbiogeme and R. Moreover, he is a teaching assistant in several Marketing-related courses, i.e., Digital Marketing, Service Marketing and Pricing. During his work experience, Salvatore developed strong skills about programming languages, survey development and database management.

Work experience

January 2019 – present

Università della Svizzera italiana, Lugano (CH)

Quality Assurance Technician

Collaboration with Quality Service (USI) in order to map the internal processes adopting the business process management tool Adonis

Ref. Michele Balmelli, Università della Svizzera italiana (CH)

September 2014 – December 2018

Università della Svizzera italiana, Lugano (CH)

Researcher in Marketing

Research project (pricing field) in collaboration with SBB CFF FFS: development of hybrid choice model and stated choice experiment to estimate new potentials in actual product line; teaching assistant to Marketing-related courses (Digital Marketing, Service Marketing, Pricing)

Ref. Prof. Dr. Reto Hofstetter, Universität Luzern (CH)

December 2013 – August 2014

Cros NT, Verona (IT)

Statistical programmer

Development of SAS programs/macros for statistical analysis and management of clinical study data (i.e. datasets mapping, pooling, import/export, tables/listings/figures, randomization lists; survival models)

Ref. Paolo Morelli, PM Holding (IT)

May 2010 – September 2010

Azienda Ospedaliera Universitaria “Federico II”, Napoli (IT)

Statistician

Intracurricular project: multidimensional analysis (factorial analysis and structural equation model) of quality of life in patients with Alopecia areata

Ref. Prof. Emeritus Carlo Natale Lauro, Università degli studi di Napoli “Federico II” (IT)

January 2010 – May 2010

Università degli Studi di Napoli “Federico II”, Napoli (IT)

Statistician

Intracurricular projects: multidimensional analysis (factorial, principal components and multiple correspondence analyses, structural equation models) related to:

Statistics students’ satisfaction concerning their bachelor study program; sense of attachment of Neapolitans to their city; relationship between Internet and teenagers; evaluation of University systems

Ref. Prof. Emeritus Carlo Natale Lauro, Università degli studi di Napoli “Federico II” (IT)

Education**September 2014 – present**

Università della Svizzera italiana, Lugano (CH)

PhD candidate (final stage) in Marketing

Discrete and hybrid choice models, multidimensional models, non-parametric models

October 2011 – October 2013

Università di Bologna “Alma Mater Studiorum”, Bologna (IT)

Master’s degree in Statistics (110/110 with honors)

Bayesian Statistics, qualitative data analysis, time series analysis

September 2007 – February 2011

Università degli Studi di Napoli “Federico II”, Napoli (IT)

Bachelor’s degree in Statistics and Economics (110/110 with honors)

Multidimensional models, causal models, structural equation models

Technical skills

Strong knowledge	survey platform (Unipark, Qualtrics) choice experiment software (biogeme / pythonbiogeme, ngene) main statistical software (R, STATA, SPSS, SAS) office software (Microsoft Office, Apache OpenOffice)
Good knowledge	database management software (SQL, Microsoft Access) programming language (Javascript, Bash, C++) markup language (HTML)
Basic knowledge	programming language (python) business process management (Adonis)

Personal skills and interests**Languages**

Italian	mother tongue
English	fluent in reading, writing and verbal
French	basic knowledge in reading, writing and verbal
Spanish	basic knowledge in reading, writing and verbal

Hobbies

Hiking, technology (i.e., cryptocurrencies, blockchain, automation)

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