

CARLOS ALBERTO LOISI
November 29, 1968.
Argentinian - DNI 20,506,778
cell +54 9 11 67695519
cloisi@utdt.edu/carlos.loisi@gmail.com

Curriculum synthesis.

Carlos Alberto Loisi has a Doctorate in Sociology and a Bachelor of Business Administration from the University of Belgrano. He currently serves as Executive Director of the Master's Degree in Business Management (MBA-EMBA) at the Torcuato Di Tella University.

As part of his professional activity, he has carried out numerous studies on the processes that are built from social interaction in organizations, consumer markets, the health and service industries. Works for Astra Zeneca, Bayer Germany, Laboratorios Elea, IMS, Edenor, Pernod Ricard, Volkswagen, Portsaid among others stand out.

In his first years as a professional he has held different positions in leading organizations, and then turned to independent professional activity and educational management.

In the teaching field, he has taught seminars and courses on research methodology, market research and other subjects related to the social sciences. Additionally, she has participated in research in Social and Political Sciences that resulted in publications and presentations at specialized conferences. These include "Interstructural tension", "The political class and the Possible Argentina", "Democracy and its labyrinths", "Kinship in Argentine Politics" and "Quantitative Marketing".

Since his professional beginnings he has combined academic activities with professional practice and independent consulting. He was a partner at Lac Prugent, Loisi y Asociados, where he was in charge of Project Management. He is currently a partner of Techealth SRL. company dedicated to providing technology services in general and also its application to the field of industry

EXPERIENCE IN MANAGEMENT OF EDUCATIONAL ENTITIES

June 2020 to present

EXECUTIVE DIRECTOR OF THE MBA AND EMBA PROGRAMS AT THE TORCUATO DI TELLA UNIVERSITY

June 2010 to June 2020

VICE DIRECTOR OF THE MBA AND EMBA PROGRAMS AT THE TORCUATO DI TELLA UNIVERSITY.

Its responsibility is to manage the different functional areas, namely:

- Curricular design
- Calendarization.
- Marketing of the programs.
- Control and compliance with the budget.
- Updating study plans.
- Dictation quality monitoring process.
- Organization and participation in informative talks MBA applicants.
- Web page content control.
- Contact for the internal and external press agency.
- Teacher Hiring.
- Supervises the design of the program's communication.
- Signing of inter-institutional cooperation agreements.
- Travel inside/outside to promote the programs.

December 2004- June 2010

GENERAL COORDINATOR OF THE UB BUSINESS SCHOOL.

As 2nd in charge of the academic unit, his responsibility was to manage the different functional areas of the unit, namely:

- Marketing of the School's programs,
- Budget compliance,
- Updating study plans
- Dictation quality monitoring process
- Coordination of executive training programs
- Formal presentations to CONEAU
- Maintenance of building infrastructure
- Design of in-company training proposals
- Organization and participation in informative talks for MBA applicants
- Web page content control
- Contact for the internal and external press agency
- Hiring of suppliers
- Teacher Hiring
- Supervises the design of the brochures and develops the content of the pieces

-Signing of inter-institutional cooperation agreements

Achievements: Since 2006, the school has achieved an average real annual growth rate of 12% in its billing

Personnel in charge:12 persons.

He reported directly to the Dean, and directly to the President of the University.

Regular students:800 studying in classrooms per year

EXPERIENCE IN PROFESSIONAL PRACTICE

02/2018 to present

PARTNER TECHEALTH SRL. INNOVATION IN MEDICINE

In his capacity as Partner, he takes responsibility for the search for new businesses and technological developments to add value to the Latin American health system.
Design commercial proposals and projects.

01-2002 to 2015

LAC PRUGENT, LOISI AND ASSOCIATES,

Market research and social analysis.
<http://www.lacprugent-loisi.com.ar>

As a partner, Dr. Loisi maintains the executive function of designing, budgeting, planning, organizing and controlling the development of market research and organizational research projects commissioned by his clients.

He has directed, co-directed or participated in projects of diverse scope, with commercial or academic objectives, as detailed in subsequent sections. Among them, the planning of projects commissioned by the SME Secretariat and the Bid, National Agency for Scientific and Technological Promotion, Ims, Edenor, Sancor Seguros, Astra Zeneca, Janssen Cilag, Prevention Art, Punta Carrasco, Aon consulting, AA2000, stand out. MAzzalosa Port Said, Astra, Novartis, Bago and others.

Furthermore, as part of the development of the data management and analysis unit, it has implemented the hardware and software necessary for automated data collection with the use of PDAS and data transmission via cell phone, under the name RushSurvey. It was the first company to develop this technology in Argentina

**As an independent
advisor, he has evaluated**

- **Acquisition and development of an Imax
System**Ref.: Eng. G. Gazzani.

and/or participated in the following projects:

- **Acquisition of the firm Vauquita SA.**– 2003.

Ref.: Dr. Daniel Kkuropatwa.

- **Development of a peat mineral extraction and marketing plant in the province of Tierra del Fuego-** 2002

Ref.: Miguel Mancardo.

- **Reklus Antiques Racing Cars.**

Technical-commercial advisor. 2003-2005

Brand development, product launch. Advice on information systems, website development:

www.rekluscars.com.ar

It has managed to export the first units of the firm, through promotional actions on the internet and presence at exhibitions.

11-2005 to May 2010

NGS NEW GENERATION SYSTEM.

PRODUCT MANAGER

It has been linked to **NGS New Generation System as Product Manager, in the technical management of the Board MIT software, of Swiss origin.**

The main application of this software is the formalization of dashboards and data analysis models necessary for driving and decision making in general.

Responsibilities: commercial technical development, communication actions, development of analysis models for clients, presentation of the product to large prospects, direction in the implementation of the product.

11/2000- 01/2002

DR. CARLOS LAC PRUGENT AND ASSOCIATES. MARKET RESEARCH AND STATISTICAL STUDIES

PROJECT LEADER

Responsibilities: Planning, development and coordination of tasks related to market research. Questionnaire design. Data analysis and conclusions. Preparation of reports, conclusions and final recommendations.

11/1999-10/2000

NÉSTOR BRAIDOT AND ASSOCIATES, CONSULTING BUSINESS NET

MARKETING PROJECT LEADER

Responsibilities: Marketing Consulting -Quali-quantitative market research.

Design, organization, coordination and monitoring of marketing consulting projects. Planning and development of marketing projects. Coordination of teams of professionals from various disciplines. Development of the new image of the consulting firm.

Project leader in the development of the consulting firm's website. Development and coordination of bibliographic material published by the director of the study.

04/1998 – 11/1999

ISOTEX – SAINT GOBAIN.

MARKETING ASSISTANT .

Responsibilities:Market research, (Brazil, Mexico, Uruguay, Chile, Venezuela, Colombia).Product segmentation analysis.

New product launches.

Analysis of the competition.

Control and review of advertising material.

Statistical reports for Management and direction. Preparation of the sales budget, its control and review.

**ACADEMIC AND RESEARCH
ACTIVITIES**

Professor Final Work Seminar Master's Degree in Business Management – 2015 to present.

Professor at the Qualitative Methods Doctoral Seminar, PhD in Sociology and Cs. Policies. University of Belgrano, Graduate School, 2004-2010.

Professor in Market Research, Master in Business Administration, University of Belgrano, to teach the subject Market Research, 2004-2010.

Professor at the Research Methodology Seminar, Master's Degree in Agribusiness, University of Belgrano, 2004-2010.

Professor at the Research Methodology Seminar, Master of Business Administration, University of Belgrano, 2004-2010

Adjunct Professor of the Motivational Psychology Chair, Bachelor of Social Communication, CAECE University – 2004-2006

Head of practical work of the Market Research Chair, CAECE University Bachelor of Marketing, 2002-2005

Head of practical work at the Market Research Chair at the University of Belgrano. (Dr C. Lac Prugent).2001-2005

He has also been Tutor of more than 80 master's theses and jury in tribunals for master's and doctorates invited by universities Universidad Torcuato Di Tella, University of Buenos Aires, Universidad Austral and Universidad de Belgrano.

Publications and Presentations

- Interstructural Tension, IV Hispanic Table for the analysis of social networks, XXIV International Sunbelt Social Network Conference, Correspondent presentation, Portorož, Slovenia, 2004.
- "The political class and the Possible Argentina." She participates in the research team, funded by the University of Belgrano and directed by Dr. Marta Fernández. 2001-2002.
- Democracy and its Labyrinths, various authors, Libros de Tierra Firme, 2002. Compiler Dr. Martha Fernández CONICET

- “Kinship in Argentine Politics”, Conference “Proposals for the democratization of the republican public space”, Argentine Society of Political Analysis – UB, 2002.
- Training as a key to political quality, Conference “Proposals for the democratization of the republican public space”, Argentine Society of Political Analysis – UB, 2002.
- Methodological Synthesis – survey and its actors, Dra. Marta Fernández and others, Editorial de Belgrano, 2002.
- Glossary of Sociological Terms, Dra. Marta Fernández and others, Editorial de Belgrano, 2002.
- Management intelligence and EIS Tools, DSS, Strategic information management, Lecturer, CAECE University, 2001.
- Quantitative Marketing, Dr. Carlos A. Lac Prugent, Lic. Carlos A. Loisi, Editorial de Belgrano, 2000.
- Competitive tools for Latin American SMEs, Dr. Soto, Dr. Néstor Braidot,
- IFEMA, He was in charge of coordinating the bibliographic research team, development of specific topics, monitoring of corrections, printing and completion, 1999.

RELEVANT CONSULTING PROJECTS

Name Project Executed	Description objectives and project products	Contracting Institution	Scope
Pernod Ricard Organizational Climate 2016	Measurement of the work environment, degree of innovation, inclusion and diversity	Pernod Ricard	Argentina Chili Peru Uruguay country level
Quality of life survey in chronic patients 2014 2015	Development of field studies on adherence of chronic patients	Astra Zeneca / CAECE Foundation	
Sumar program sampling – Ministry of Health of the Nation 2012/2018	Calculation of sample effectors	World Health Organization – Crowe Horwarth	Argentina
Logistics and Operations -2012	Detection of streptococcus bacteria in children under two years of age. Sample logistics management.	ELEA	Capital and G.B.A.
Survey of the care and treatment of small cell lung patients 2010 2011 2012	Carry out a descriptive survey of the evolution of the quality of life of patients who present the pathology of interest, taking into account the groups of drugs that are used in the first and second line in order to characterize the evolution.	ASTRA ZENECA	country level
ANALYSIS OF PERFORMANCE SYMBICORT 2010 2011 2012	Describe the evolution of patients treated with a molecule whose original commercial name is Symbicort	ASTRA ZENECA	country level
ANALYSIS OF PERFORMANCE NEXIUM 2007 2008 2009	Describe the evolution of patients treated with a molecule whose original commercial name is Nexium	ASTRA ZENECA	country level
POSITIONING FROM THE PORT BRAND SAID 2012	Investigate the consumption habits of the target audience, evaluate expenses incurred, average shopping basket as well as the elements that make up their relationship with the various brands that are acquired.	Eduardo Kastika for Mazzalosa SA	country level

EDENOR – CLIMATE MEASUREMENT ORGANIZATIONAL	Provide hierarchical managers with a tool to measure the impact of management and the level of employee commitment to the organization.	COUPER FOR: EDENOR	country level
ANALYSIS OF PERFORMANCE CRESTOR 2006 1st wave, 2007 2nd wave	Describe the evolution of patients treated with a molecule whose original commercial name is Crestor	ASTRA ZENECA	country level
ANALYSIS OF FASLODEX PERFORMANCE 2006 1st wave, 2007 2nd wave	Describe the evolution of patients treated with a molecule whose original commercial name is Faslodex	ASTRA ZENECA	country level
ANALYSIS OF PERFORMANCE ZOLADEX 2006 1st wave 2008 2nd wave	Describe the evolution of patients treated with a molecule whose original commercial name is Zoladex	ASTRA ZENECA	country level
ANALYSIS OF PERFORMANCE IRESSA 2006 1st wave, 2007 2nd wave	Describe the evolution of patients treated with a molecule whose original commercial name is IRESSA	ASTRA ZENECA	country level
SAADI CAPIF - CLIMATE MEASUREMENT ORGANIZATIONAL – INQUIRY ABOUT MOBBING 2005	Provide hierarchical managers with a tool to measure the impact of management, the level of commitment and the aspects to improve in the relationship between employees and the organization.	COUPER FOR: AADI CAPIF	country level
DESCRIPTION ABOUT HIM CONSUME OF APPLES AND PEARS IN CABA 2002	The main objective of the work is to investigate information that is relevant and allows describing central aspects of the consumption of these fruits. With this information it will be possible to guide commercial actions on behaviors and preferences.	FOUNDATION ARGENTINE PATAGONIA	Capital and G.B.A.
PERFORMANCE FZA. SALES	Measuring the performance of the sales force in comparison to the competition.	IMS for Novartis	country level
DESCRIPTION ABOUT TYPES OF DISEASES RESPIRATORY SERVED BY SPECIALISTS CLINICS	Describe the referral rationale for respiratory pathologies	IMS for Bago	Capital and G.B.A.

DESCRIPTION ON DERIVATION AND TREATMENT	Describe the rationale for referral for respiratory pathologies. Data Loading and Analysis	IMS for Bago	Capital and G.B.A.
USE OF BETABLOCKERS	Use of beta blockers as the first prescription option	ASTRA ZENECA	country level
ANALYSIS OF PERFORMANCE - PROCESSING AND CRESTOR REPORT, ARIMIDEX, ZOLADEX, SYMBICORT, NEXIUM	Loading, processing and analysis of booklets with data on patients medicated with the aforementioned commercial brands of original molecules	ASTRA ZENECA	Country level
PERFORMANCE MEASUREMENT	Quality control - SME aid program, Ministry of production Financed by IDB - Sepyme	IDB – Ministry of Industry	Country level
DESIGN OF THE METHODOLOGY FOR MEASUREMENT OF PERFORMANCE	Measurement of the impact and performance of the ANR lines and Subsidies of the Ministry of Science and Technology	Ministry of Science and Technology	Country level
