Maximiliano Federico Scocozza Meza
Research Design, Evaluation & Data Science

Born Oct. 31st 1989 **Nationalities** Argentine & French
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Economist and social researcher with a passion for design, nature and tech. Experience in both multinational corporations and Government strategic planning. Proven success on implementing full organization data-driven transition. Experience in service design, mass consumption market analysis, consumer targeting and understanding, business development, sales strategy and negotiation, team leadership and coaching. I focused my studies on decision making and the mass adoption of innovative Information and communication technologies. Connecting tech and data with people's needs.

STUDIES:

Universitat Pompeu Fabra – 2019 - Postgrad in Project Design & Evaluation - Remote Buenos Aires
Universitat de Barcelona – 2018 - Master in Sociology - Research & Innovation - Barcelona, Spain
Universitat Pompeu Fabra – 2017 - Big Data & Social Media analysis course - Barcelona, Spain
Universidad del CEMA – 2011 - Bachelor Degree in Economics - Buenos Aires, Argentina

WORKING EXPERIENCE:

Buenos Aires City Government (www.buenosaires.gob.ar)

 Secretariat for planning, evaluation and management coordination

 Director - Office for Monitoring and Evaluation.   abr 2020 - today

Design, development and deployment of a monitoring and evaluation ecosystem for an eight billion dollar budget, 6 million users and more than three hundred ongoing services and projects. Building, leading and coaching 3 teams which started with just two of us and grew to a total of 28 members. Designed office vision, deployment pipeline, processes and methodologies with the objective of monitoring and evaluating the performance of the whole government operation. Deployed first ever set of KPI dashboards for the entire government plan monitoring. Implemented UX research integration within the evaluation process and built an evidence bank containing insights for every evaluated program.

 Chief of staff - Office for Evaluation and Quality   ago 2019 - mar 2020
 Information Manager- Office for Quality   mar 2019 - jul 2019
 Data Intelligence Consultant - Secretary's Cabinet   ene 2019 - feb 2019
 PM - Office for Planning   mar 2018 - dic 2018

Johnson & Johnson Argentina (www.jnj.com)

 Business development executive - B2B Traditional retail stores   mar 2016 - sep 2016
 Corporate Social Responsibility and Citizenship Coordinador   mar 2015 - sep 2016
 Business development assistant - B2B Supermarkets   mar 2015 - feb 2016
 Trade Marketing analyst- Modern Retail   jun 2012 - feb 2015

SCA Asia Pacific Headquarters - China (www.sca.com)

 Business development and Strategy trainee   dic 2010 - mar 2011

 Data Science Professor - Economic phd currícula, Universidad del CEMA - 2nd semester 2020