



- SIMMACO MANAGEMENT CONSULTING IS A MANAGEMENT CONSULTING COMPANY OPERATING IN THE FIELD OF ECONOMIC ANALYSIS WITH A STRONG EXPERIENCE IN FINANCIAL SERVICES AND COMMUNICATION. THE INTERVENTIONS AND OPERATIONS WE REALIZE JOIN AN HIGH SECTORIAL COMPETENCE, THE SKILL TO EVALUATE THE TRAJECTORY OF EVOLVING TECHNOLOGIES AND A DEEP ORGANIZATIONAL KNOWLEDGE ABOUT FUNCTIONS AND PERFORMANCES OF THESE INDUSTRIES
- CREATED IN 1997 IN MILANO, SIMMACO HAS BUILT THROUGHOUT THESE YEARS, A PROFESSIONAL TEAM WHICH COMBINES TRADITIONAL RESEARCH ACTIVITIES WITH SIGNIFICANT COMPANY EXPERIENCES AND ECONOMIC AND SOCIAL ANALYSIS COMPETENCES
- DURING LAST YEARS SIMMACO REALIZED VARIOUS NATIONAL AND INTERNATIONAL PROJECTS CONCERNING: COMMERCIAL DEVELOPMENT, REDEFINITION OF SELLING PROCEDURES OF FINANCIAL SERVICES, INSURANCE MARKET ANALYSIS
- SIMMACO ALSO OPERATES IN OTHER SECTORS LIKE: TELECOMMUNICATION, MEDIA, ELECTRIC SECTOR, INDUSTRIAL GOODS



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- HE WORKS AS A MANAGEMENT CONSULTANT FOR THE MAIN ITALIAN COMMUNICATION COMPANIES, FOR INSTITUTIONS WHICH DEAL REGULATION MATTERS ON COMMUNICATION ISSUES, AND FOR IMPORTANT ITALIAN AND FOREIGN FIRMS ON THE FOLLOWING THEMES: THE TELEVISION INDUSTRY, THE COMPETITION IN THE COMMUNICATION MARKETS, THE ECONOMICS OF INFORMATION AND ADVERTISING, THE MULTIMEDIA CONVERGENCE
- AMONG HIS PUBLICATIONS THERE ARE: ECONOMIA DELLA TELEVISIONE, 1992, IL MULINO; CONSUMO E PROTEZIONE DEI CONSUMATORI, UN'ANALISI ECONOMICA, 1995, LATERZA, ECONOMIA DELL'INFORMAZIONE E DELLA COMUNICAZIONE, 2003, LATERZA; LA RADIO LOCALE IN ITALIA, 2009, CAROCCI

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