

# Luca Dell'Anna

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## Personal profile and contacts

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### Luca Dell'Anna

- Operational Excellence & Behavioral Change Consultant at Cultural Change Group
- Program Director of Core MBA
- Author of "The Control Heuristic" (2017), "Overoptimized" (2018)
- Past: different roles at the consultancy business of DuPont
- Automotive and Mechanical Engineer, MBA



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## Work experience and studies

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2017 - Today: Program Director of Core MBA and Founder

2015 - Today: Operational Excellence & Behavioral Change Consultant at Cultural Change Group

2014 - Today: External Professor at MIPET (Master in Industrial Plant Engineering and Technologies) at Università di Genova

2015: MBA, with focus on project management and marketing (notable instructors: Seth Godin)

2012-2015: Different positions at DuPont De Nemours, on its Consultancy business including project manager and consultant roles.

2007-2012: Master degree in Mechanical Engineering and Bachelor degree in Automotive Engineering at Politecnico di Torino

### Other experiences and accomplishments:

- Held many lectures on the topics of Cultural Change, Workplace Safety, Process Safety Management, Risk Management Corporate Sustainability, Industry 4.0 and Project Management in Italian Universities.
- Published the book "The Control Heuristic: Explaining Irrational Behavior and Resistance to Change"
- Book scheduled for publishing in 2018: "Overoptimized: The Dangers of the Age of Optimization"
- Published essays on Cultural Change, Workplace Safety, Cognitive Psychology and market analysis.
- Filed a patent (US61693348)
- Mentoring of no-profits in Northern Italy.
- Lead a non-profit (Board of European Student of Technology Torino, 40 members) during university years.

## Languages and other competencies

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### Languages:

- French Native
- Italian Native
- English Excellent
- Spanish Excellent
- German Conversational
- Russian Basic

### Other competencies:

- Cognitive and behavioral psychology (developed a strong competency during my consultancy project and self-learning; currently managing the online publication "Thought Models")
- Software development (wrote the software for revenue forecasting for my division at DuPont and other LOB tools; licensed Apple developer).