

Appreciated,

Below I provide you with my resume to apply for the specialist position in Neuromarketing, corporate communication, marketing.

In a permanent position or by permanent advice to your company.



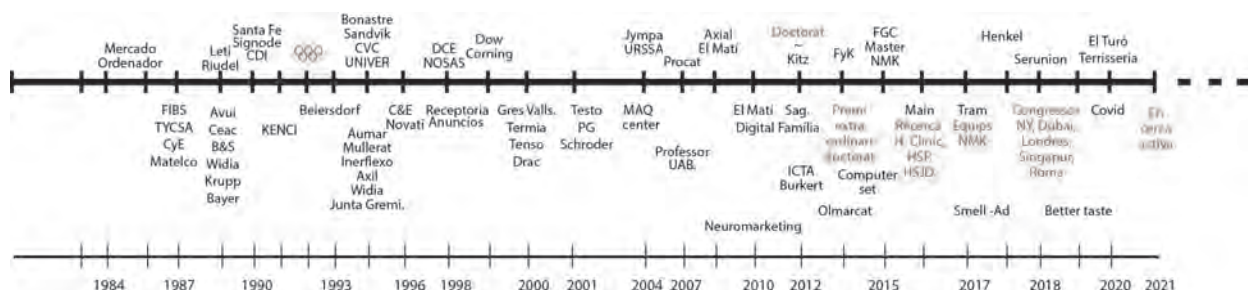
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Neuromarketing
Corporate communication
RSC, Advertising

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Catalan, Spanish, English, Italian

For best results.

Price study, product design, advertising validation, sustainability goals, improving customer relationships, internal customers, consumer objections, emotion, Top of mind of the brand ...



Professional and academic curriculum. *updated on Jan 21*

Ferrero
Tic-Tac
Henkel
Serunion
FGC
Sandvik
Widia
Krupp
Ajunt. de Barcelona
Uralita
Beiersdorf
Bayer
Buades
Leti
Grup TYCSA
Càritas
Fibs
Sagrada Família
UAB
among others

Pere Navalles,

is known internationally as an introducer of neuromarketing in Spain.

Specialist in Neuromarketing, focused on consumer products, advertising, marketing, advice to management of companies and institutions.

57 years old, married, three children.

He holds a PhD in Audiovisual Communication and Advertising from the Autonomous University of Barcelona. (2012).

Degree in Communication Sciences, UAB. (1992).

Senior Technician Design and Graphic Arts, EPSS. (1983).

He has completed postgraduate studies in qualitative research.

Director and promoter of the Master's in Neuromarketing for 6 editions, Autonomous University of Barcelona. (2015-2021).

Since 2013, he has led a neuromarketing research group in which up to 30 researchers in the fields of medicine, psychology, economics, communication, the chemistry of aromas, among others.

COLLABORATIONS

He regularly collaborates with health institutions:

- Research Institute of the Hospital de Sant Pau.
- Hospital Clínic (IDIBAPS).
- Hospital Sant Joan de Déu HSJD, with which it has signed a research and teaching agreement.
- Research institutes: LEITAT, UAB Institute of Neurology, ICTA Institute of Sciences and environmental technology, among others.
- Companies in the chemical field LUCTA aromas and fragrances, GIVAUDAN, etc.

PROFESSIONAL REPRESENTATION

Founding member of the Official College of Advertisers.

Member of the Official Association of Designers of Catalonia.

Member of the Barcelona Marketing Club, CMB, which was founded by his father in 1956.

Former member of the Board of Directors of the Advertising Guild.

Former director of the international Internet advertising festival.

Founding member of the newspaper El Matí Digital.

Elected member of the UAB University.

He has given professional conferences in neuromarketing and advertising at universities and business forums, as well as courses for entrepreneurs and managers.

PROFESSIONAL ACTIVITY

Advertising Director Navalles, S.L. until 2020.

Functions of direction and realization of advertising campaigns and advice in marketing for brands in various business sectors: steel, pharmacy, equipment, education, detergents, candies, etc.

He has collaborated with companies such as: **Ferrero, Tic-Tac, Henkel, Serunion, FGC, Sandvik, Widia, Krupp, Ajuntament de Barcelona, Uralita, Beiersdorf, Bayer, Buades, Leti, Grup TYCSA, Càritas, Fibs, Sagrada Família, UAB**, among others.

Professor of Advertising and Strategic Marketing at the Faculty of Communication and the Faculty of Economics and Business, Autonomous University of Barcelona (2007-2021).

Neuromarketing researcher for consumer companies, food, aromes and the public transport sector, among others.

It transfers knowledge from the UAB to industry, within the 20/20 program of Eureka, UAB.

He has been awarded prizes for his creative and marketing work. He has been a member of festival and award juries.

TEACHING

For fourteen years he has been teaching at the University, the following courses:

Faculty of Communication Sciences, UAB

- Account Management. Academic year 2007-08.
- Creative Strategy, 2007-08.
- Strategic and Corporate Marketing. Academic courses 2008 to 2017.
- Theory and Structure Advertising and Public Relations, from 2008 to 2021.
- Master in Graphic Technology, 2007-08. EUSS, UAB.
- Master's degree in Tourism Advertising, from 2009 to 2011.
Master's degree coordinator Dr. Lluís de Borja. UB.
- Master of Graphic Arts. Master's degree coordinator Dr. Josep Lluís Valero.
Sarrià Salesian University School.
- Master in Neuromarketing. Director and coordinator of the Master, UAB,
from 2015 to 2021.

Faculty of Economics and Business, UAB

- Official Master of Marketing. Academic courses from 2012 to 2017.
Coordinator of the master's degree Dra. Pilar López.

CONGRESSES AND CONFERENCES

- Paper “**Smell and emotions**” at the Entertainment and emotion Congress.
CSIC (Higher Center for Scientific Research). Benasc 2010.
- Attends international neuromarketing conferences where he presents papers.
 - **Neuromarketing Science and Business Association (NMSBA)** , New York 2014,
Barcelona 2015, Dubai 2016, London 2017, Singapore 2018, Rome 2019.
 - **Associazione Italiana di Neuromarketing (AINEM)**. Alghero Italy 2018.
- Speaker at the **Advertising and Tattoo Congress**, UAB Barcelona 2015.
- Gives lectures and courses at Open University, Marketing Club, Professional association of advertisers, among other professional spaces.

RESEARCH

Desde 2014, dirige un **grupo de investigación de neuromarketing** con investigadores de medicina, la psicología, economía, comunicación, química, entre otros.

Colabora habitualmente con especialistas del instituto de investigación del **Instituto de investigación del Hospital de Sant Pau, l'Hospital Clínic (IDIBAPS) Hospital Sant Joan de Déu (HSJD)** con quien ha firmado un convenio de investigación y docencia.

Dispone de laboratorio de neuromarketing, de lo más avanzado en equipamiento, para investigación con empresas e institutos.

Autor de la **Tesis Doctoral “Capacidad de reconocimiento e identificación de una marca comercial por medio del olfato”**. UAB, marzo 2012.

Co-director of **OLMARCAT** Epidemiological Research. With the Hospital Clínic de Barcelona. Recognition and identification for the aroma of consumer food products and their trademarks.

Director of **SmellAD** research on the aroma of brands, with: **Ferrero, Tram, Ferrocarrils de la Generalitat de Catalunya, FGC, UAB, Main, Navalles Publicidad**, memorization and identification of advertising brands, with the intervention of an aroma in the environment a l'ambient.

Author of the Paper "**Odor and Emotions**" at the Entertainment and emotion Congress. CSIC. Benasc 2010.

Scientific research for **Serunion**, "**Better taste in older age**" to improve the taste of food in older adults and geriatrics. 2017- 2019.

Scientific research for the **Generalitat de Catalunya Railways**. Detection, analysis and odor suppression in convoys and train stations. 2015- 2019.

Curator of the exhibition "**The memory of smell**" in the **City Hall of the City Council of Barcelona**, 2012.

Curator of the exhibition "**The memory of smell**" at the **Autonomous University**. General Newspaper Library, with 4,000 visits from students and the academic community, 2014.

Comissari de l'exposició "**No m'ho puc treure del cap**" de neuromarketing i els sentits, a la **Universitat Autònoma**, 2018.

He is currently preparing a book on findings in neuromarketing, which has been carried out by his research team on consumer behavior for the past 7 years.

PUBLICACIONES

He has published his studies in scientific journals:

- Advertising Questions, Vol. 1, Núm. 21 (2018) P. Navalles
Smell-Ad. Scented advertising in the environment.
- Journal of Rhinology - 23, EP - 8, **Smells as a trademark**, (11/01/2011), Navalles, Pere.
- The Neuromarketing Yearbook 2018 "**Ad is in the air**".
- **Music and Neuromarketing**. Prologue and book chapter.
- EXPERTIApp. 11-15DOI: <https://doi.org/10.5565/rev/qp.372V5N29> how to cite this article/standard reference Navalles, Pere (2022) "**Neuroscience, advertising and design. Dialogue between science and intuition**". *Questiones Publicitarias*, 29, pp. 11-15 <https://acortar.link/Xtt0Dv>

Publications in technical and specialized press:

- Ipmark. **Aroma in advertising**: More than 50% of the general population can identify a mark by aroma, ISSN 0214-7459, N°. 831, 2016, p. 74-75; Campaign.
- Performs interventions in radio, press and television media programs, as a neuromarketing expert at the request of the same media.
- ACES info 77, Monographic The pharmaceutical industry, pp.20 -26. <https://acortar.link/LyFRtR>