



Gabriella Cattaneo

Director, Expertise Center Competitiveness & Innovation Policies & Strategies, IDC EMEA

Gabriella Cattaneo joined IDC in April 2005, as the director of the newly established Expertise Centre on Competitiveness and Innovation Policies and Strategies of IDC EMEA (Europe, Middle East and Africa). This Expertise Centre will focus on the competitiveness and innovation impacts of ICT, providing socio-

economic research and consulting services to policy makers and industry leaders, engaged in the development of the Information Society in Europe and the world.

Gabriella Cattaneo has 15 years of experience in socio-economic research of the Information Society (the analysis of the social, macro and micro-economic, industrial and policy dimensions of ICT markets and the knowledge society), with a specific focus on eBusiness and e-Government. She knows personally and has cooperated with most of the European centres of excellence for socio-economic research and ICT impact assessment, as well as many of the directors and staff of DG Information Society and DG Enterprise of the European Commission. She has a specific expertise in the evaluation and assessment of the socioeconomic impacts of EU RTD Programmes (the Information Society Technology Programme, Telematics Applications Programme, INFO2000, RACE, ACTS). She was a member of the High Level Experts Panel for the 5 Year Assessment of the IST-5th Framework Programme in 2004 and served as an evaluator of the European E-government Awards contest in 2005 and 2003.

Cattaneo original competence is market research in the ICT sectors, with a specific focus on the quali-quantitative analysis of the supply-demand dynamics and trends of ICT services, especially advanced communication services (i.e. broadband). She has a good expertise of all the main qualitative and quantitative field research and data elaboration methodologies (including statistical indicators development, measurement and benchmarking).

Before joining IDC, Cattaneo was the international projects co-ordinator of Databank Consulting, business unit of Databank spa, which she joined in 1991 as senior consultant.

Between 1980 and 1991, Cattaneo worked as a free-lance journalist, then reporter for national economic press publications (Daily "Sole 24Ore", weekly "Il Mondo", daily "Italiaoggi") specialised in high technologies business. Last position held, computer editor at daily Italiaoggi. She is a graduate in Political Sciences Magna cum Laude from Milan State University and won the Prize Saint Vincent for her graduation Thesis "The impact of new technologies on the organisation of daily newspapers". She is a member of the Italian Professional Order of Journalists since 1980. She speaks English and French fluently.