

Jenny Daniela Salazar Zapata

EDUCATION

Sapienza University, Department of Management

PhD in Banking and Finance

Rome

Oct 2017- Present

- **Research Project:** “Impact Measurement: the key to unlock a hidden value in investments, corporations and public expenditure.”

Fudan University – Luigi Bocconi University

Master in International Economics and Management

Shanghai - Milan

Sept 2017- Oct 2019

- **Final Grade:** 109/110
- **Thesis:** “Ecosystem of Responsible Economy: the encounter between impact and financial results”
- **Extracurricular activities:** Attended In-Company Training Program at Rothschild and Société Générale - Paris
Italian delegate in the Student Energy Summit 2019 - Imperial College, London

Luigi Bocconi University

Bachelor of Science in Economics and Management

Milan

Sept 2014 - Jul 2017

- **Final Grade:** 105/110
- **Thesis:** “The challenge in the non-profit sector: measuring social impact. The OCF ONLUS Case”
- **Extracurricular activities:** Attended Chinese Language and Culture course - Grade 31/31
Assisted OCF ONLUS accounting optimization project – 6 months in 2017

WORK EXPERIENCE

Sapienza University, Department of Management

Sustainable Finance Analyst

Rome

Dec 2019–Present

- Scholarship for research related to the project "An Italian platform for impact finance: financial models for social inclusion and sustainable welfare" (MIUR)

Unitelma Sapienza University of Rome, Sfide Lab

Sustainable Finance Analyst

- Research contract related to the project: Sustainable Mobility of Rome Municipality

Cdo, Italian Institute for Economic and Social Development

Researcher and Head of SIM (Social Impact Measurement) project

Lombardy, Tuscany, Puglia, Campania etc.

Feb 2019–Nov 2019

- Assessed environmental, social, governance (ESG) practices by combining primary (questionnaire and interview to management) and secondary sources (non-financial reports, media releases and financial statements)
- Promoted the project among 30 highly innovative Italian medium-sized companies and interviewed 80 top managers (CEO, CFO, COO, HR directors), average 180 questions per company.
- Performed financial and non-financial data analysis and presented results in front of an audience of 500 entrepreneurs (<https://www.youtube.com/watch?v=83RCBpsjyjk>).

LANGUAGES & IT SKILLS

Languages: Italian (Native), Spanish (Native), English (Fluent), Chinese (Basic-HSK Level Two), French (Basic)

IT Skills: European Computer Driving License (ECDL) - Proficient in Microsoft Word, Excel and PowerPoint

WRITING & RESEARCH

La Torre M., Semplici L., Salazar Zapata J. D. (2020). *Una proposta di Impact Finance Model per i comuni: il Piano Strategico di Mandato BES-Oriented*. Journal Corporate Governance and Research & Development Studies. Vol. 2/202, 144-170.

Impact Measurement: a key to unlock the hidden value in corporations [Provisional title] [to be published in 2021]

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