**Universität St.Gallen**

# 30 Under 30: An Economist's Career

*Massimo Mannino,* *MEcon alumnus of 2014, made it on the prestigious list of most influential young pioneers* "30 Under 30" *of the renowned U.S. business magazine Forbes. Massimo is a data analytics specialist and serial start-up entrepreneur. Why is a sound training in economics a good investment for a private sector career? Why is data analytics the key to success in the new digital economy? What is the biggest challenge in starting up a new firm?*

**What were the highlights and downers of your studies in MEcon? What was your thesis work in your Master and Ph.D. studies at HSG? How does this research relate to your current activities?**

Due to its flexibility, the MEcon allowed me to acquire a broad range of skills in the area of macro- and microeconomics as well as in data analytics. The intersection of economics and data analytics is particularly interesting as it enables you to find data-driven answers to a broad set of economic and business problems. Unfortunately, there were not many courses offered in computer programming a couple years ago but this has significantly changed over the years and students are now able to attend a range of programming classes.

**You are co-founder of DataCareer. What is the big idea? How can this platform help MEcon and MiQE/F students to start up their career?**

DataCareer is the leading career platform for big data and data science in Switzerland, Germany and the UK. For job seekers we offer resources and materials that provide some guidance through the data jungle. Companies can post relevant jobs on our platforms and receive access to a large community of data enthusiasts. We aim to serve as a connecting link between academia, the industries, and the online community.

**You are also a co-founder and partner of Novalytica, a firm specialized in big data solutions. What was the biggest challenge? How can your data analytics services help client firms to develop their digital strategies and improve performance?**

At Novalytica we are specialized in collecting, cleaning, structuring, visualizing and analyzing large amounts of data. A major challenge was setting up a data infrastructure able to process big data. For our clients we often generate added-value by matching internal client data to market data we collect. For example, in the area of real estate we developed an interactive dashboard that allows real estate investors to analyze data on

their properties as well as data on the real estate market. With this solution, the investor is able to identify market risks and potentials with just a few clicks and thus optimize expected returns.

**MEcon and MiQE/F implement a curriculum reform that redesigns econometrics and statistics to include machine learning and other new methods, and new specialization areas, including "Digitization and Data Analytics". What are your ideas and advice on this venture? How should data competence combine with sound economics?**
In strongly support this development as I think that these skills will be in high demand in the future. At the same time, one should not neglect the importance of core economic principles, understanding public policy questions, decision making or strategic thinking as these skills combined with data analytics know-how is where the strength of MEcon and MiQE/F graduates lies.

**You were part of the tennis team at HSG. What was the biggest team success? Can a serial entrepreneur still find time for sports and private hobbies?**
It is important to free up time for sports, social activities or other hobbies as this allows you to be more productive during your daily work. I was used to practice three hours a day between the age of 18 and 21 when I was playing college tennis in the United States and that helped me a lot to manage my time efficiently. With the HSG tennis team we were able to win many matches against other universities but above all enjoyed representing HSG throughout Switzerland on the tennis court.

For more information, please visit https://www.novalytica.com/ and https://www.datacareer.ch/ or send an email to massimo.mannino@novalytica.com.