



Marco Mancini

Head of the DIGITAL AREA of BrainSigns

Since 2014 Marco Mancini holds the position of Head of the DIGITAL AREA of BrainSigns, spin-off of Sapienza University of Rome known worldwide for the large number of scientific publications in the area of Neuromarketing and for Neuromarketing applications related to the business world.

In recent years, Marco has developed the research protocol adopted by the company for the websites and mobile apps testing by the use of EEG, Eye tracker, GSR and EKG integrated with advanced usability software.

Marco is one of the pioneers in Italy for the use of Virtual Reality in combination with Neuromarketing techniques, for the evaluation of products, packaging and environments.

His experience is focused on the analysis of cognitive and emotional variables starting from biometric measures, in order to explore the perceptions of individuals and provide to the clients original "insights" that can not be obtained through traditional research methods.

In these years, Marco has worked in several neuromarketing researches in the digital area (websites, apps and virtual reality), in the customer experience area and advertising area on behalf of large companies such as TIM, BNL, UNHCR, Poste Italiane and Ferrovie dello Stato.

He is co-author of some scientific papers published by BrainSigns on national and international scientific journals.

Marco Mancini has extensive experience in the field of web design, graphic design, SEO, web marketing, web analytics and handle the online promotion of BrainSigns in the national and international scene.