

Giovanni Mistè

Giovanni Mistè joined TNS in January 2003 to lead the TNS' sales team in Italy.

In his role, Giovanni is responsible for sales (including new services) across Italy and Greece.

Formerly the Founder and Managing Director of Openet and Business Call in Bologna, Italy, Giovanni has an extensive background in business management. Openet was acquired by TNS and Giovanni then assumed his role of Sales Manager of TNS Italy.

Giovanni is currently President of "Giovani Imprenditori di Confindustria Emilia" – Romagna, "Vice President of Confindustria Emilia Romagna" and Consigliere della Camera di Commercio di Bologna.

Giovanni holds a degree in political science and administration from Alama Mater -University of Bologna and a master's degree in marketing and operation from the CTC Professional Manager School in Bologna Italy.