

**ALESSANDRA RAGGI**  
Adjunct Professor, University of Bologna  
Department of Management  
Via Capo di Lucca, 34 40126 Bologna, Italy Tel.+39 - 51 – 209 8061  
email: [alessandra.raggi3@unibo.com](mailto:alessandra.raggi3@unibo.com)  
<https://www.unibo.it/sitoweb/alessandra.raggi3/en>

---

## **EDUCATION**

- 2022, Harvard Business School, Certificate of Management Excellence - Executive Programs:
  - Changing the Game: Negotiation and Competitive Decision-Making
  - Leading change in Organizational renewal
  - Transforming Customer Experiences
- 2016, London Business School, Executive Education Program:
  - Negotiating & Influencing Skills for Senior Managers Program
- 2012, London Business School, Executive Education Programs:
  - Customer Focused Marketing
  - Market Driving Strategies
- University of Bologna, Master's degree in Business Administration (Second cycle degree programme)
- University of Bologna, Bachelor's degree in Business and Economics (First cycle degree programme)

---

## **ACADEMIC POSITION**

2015–present, University of Bologna  
Adjunct Professor

---

## **PROFESSIONAL EXPERIENCE**

ALESSANDRA RAGGI BUSINESS CONSULTANT  
2000–present, Organizational and Change Management Consultancy

ALMA MATER STUDIORIUM  
2021–2024 – Member of Board of Directors

JEBO – Junior Enterprise Bologna  
2021–2024, JEBO – Advisory Board Member

INNOVAMI - Start-up incubator Imola  
2017–2019, Advisory Board Member

Formula Imola S.p.A.  
2017–2018, Vice President and Board Member

RACE Srl  
2022–2024, Partner  
2010–2022, Vice President and Board Member

---

## **TEACHING EXPERIENCE**

### **University of Bologna**

2015 – present

B2B Marketing

Business Plan

Business Strategy

Fundamentals of Management

International Marketing

### **Fondazione FITSTIC di Cesena**

2010 - 2018

Marketing

Project Management

Business English

---

## **PARTICIPATION AS INVITED SPEAKER**

Tedx Speaker – TEDx IMOLA 2024

---

## **INSTITUTIONAL ACTIVITIES**

2021-2024, University of Bologna

Board member

---