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EDUCATION

1997, University of Bocconi, Ph.D. in Business Economics
1992, University of Bocconi, Master's degree in Business Economics (Marketing track)

ACADEMIC POSITION

2010 –present, University of Bologna
Full Professor of Business Management and Marketing, Department of Management and School of Economics,
Management and Statistics

2004 - 2007, Università Commerciale Luigi Bocconi, Milano
Associate Professor

2002, Robert H. Smith School of Business, University of Maryland
Visiting Scholar

2000 – 2004, Università Commerciale Luigi Bocconi, Milano
Researcher

PROFESSIONAL EXPERIENCE

2000-present,
Independent Advisor and Strategic Marketing Consultant

TEACHING EXPERIENCE

University of Bologna

2010 - present
International Marketing
Marketing
Customer Value Management
Business Management

Bologna Business School

2012 - present
Marketing
Sales Management
International Marketing
Key Account Management
Marketing Management
Marketing Plan
Pricing and Financial Issues for Sales
Marketing and Sales Management
H2H and Homo Influencer

Università Commerciale Luigi Bocconi

2004 – present

Budgeting and Pricing at the Mimec (Master in Marketing and Communication)

Scuola Universitaria Superiore Svizzera Italiana

2012 – present

Marketing at the EMBA program

European School of Management, Parigi

2005 - 2008

International Marketing

Business Planning

AWARDS AND RECOGNITIONS

2010, Bocconi & University of Bologna, Excellence in Teaching

2022, University of Bologna - CLAMDA International Management, “Most Inspiring Professor”

INSTITUTIONAL ACTIVITIES

2023, Bologna Business School

Senior Advisor, Leadership Team

2015–2023, Bologna Business School

Associate Dean, Executive Education (Open and Customized Programs)

2014–present, Bologna Business School

Program Director, Executive Master in Sales & Marketing

2014–2019, University of Bologna

Program Director, Master Universitario in Sales & Marketing

2012-2015, University of Bologna

Board Member, School of Economics, Management & Statistics

2015-2022, Bologna Business School Foundation

Board Member, Board of Directors

ADDITIONAL INFORMATION**Participation in Journal Editorial Boards:**

2024-present: *Economia & Management* – Board Member

Before 2010: *Mercati & Competitività* – Board Member