

Manfredi de Bernard

Curriculum Vitae

PROFESSIONAL EXPERIENCE

October 2023 – Present	Post-doctoral Research Fellow – HEPHAESTUS (Horizon Europe) – Venice School of Management, Ca' Foscari University of Venice HEPHAESTUS analyses the craft sectors as entrepreneurial ecosystems, investigating business strategies, inter-organisational networks and supporting policies within the regional economies of Italy, Sweden and Denmark to provide empirical, theoretical and policy contribution.
February 2025 – Present	Member of the Board of Directors – Centro per l'arte contemporanea Luigi Pecci, Prato
October 2024 – Present	Research Team Member – aiku – Arte, Impresa, Cultura, Fondazione Università Ca' Foscari Through cultural production management projects, artistic interventions in companies, and the design of corporate museums, aiku transfers university research outcomes by activating the creativity of artists and cultural professionals to stimulate cultural change and strategic innovation.
September 2024 – March 2025	Researcher and Project Manager (initial-phase support) – SYMCRAFT (Interreg Central Europe), Ca' Foscari University of Venice The SYMCRAFT project promoted the circular economy in the agri-food, textile, and wood/furniture sectors of Central Europe by building industrial symbiosis relationships between craft businesses and medium-to-large manufacturing companies.
June 2024 – September 2024	Researcher and Project Manager – Souvenir (KTM – Kill The Moonlight), Fondazione Università Ca' Foscari The project grows out of a collaboration between economic and social research, photography, and the performing arts on the intergenerational transmission of craft knowledge, documenting and narrating the memories of craft workers to trace the pathways of Venetian knowledge.
September 2024 – April 2026	Lecturer – <i>Cultural Policy</i> module – Ca' Foscari University of Venice
October 2021 – June 2022	Teaching Assistant – <i>Cultural Economies</i> module – King's College London
January 2021 – July 2022	Project Researcher – Mapping Creative Places and Spaces: Ideas and Methods, King's College London
October 2019 – September 2024	Collaborator – Creative United, UK
February 2019	Guest Lecturer – Master in Creative Development and Management of Cultural Activities, Ca' Foscari University of Venice
July 2018 – October 2019	Organisational Management – Mus.e, Florence
October 2017 – January 2018	Internship – Mus.e, Florence

EDUCATION AND TRAINING

October 2019 – September 2024

Doctorate (Ph.D.) in Cultural Management – King’s College London

Thesis title: The Cultural and Creative Ecosystem of Theatre: Connections Between Not-for-Profit, Commercial and Fringe

Using the London theatre sector as a case study, the research examines how micro-level careers, meso-level organisations, and macro-level industrial structures interact through formal and informal networks. Combining web scraping, network analysis, and interviews with workers and senior figures in the sector, the thesis sheds light on the role of informal connections, alternative spaces, and interdependencies between not-for-profit, commercial and independent organisations, challenging linear models of sector policy and advancing an ecosystemic perspective.

May 2023

Visiting Period at ESSCA Business School, Paris campus

October 2016 – March 2019

Master’s Degree in Economics and Management of Arts and Cultural Activities – Ca’ Foscari University of Venice

Grade: 110/110 cum laude

- *Main subjects:* Corporate Governance, Project Management, International Law, Contemporary Art, Aesthetics, Advanced Marketing.
- *Secondary subjects:* Restoration Techniques, Cinema and Photography, Anthropology of the Arts.

October 2013 – October 2016

Bachelor’s Degree in Business Administration – University of Florence

Grade: 102/110

- *Main subjects:* Business Economics, Business Administration, Business Strategy, Private Law, Tax Law, Commercial Law, Statistics, Business Statistics, Corporate Finance, Accounting, International Marketing.
- *Secondary subjects:* Public Law, Microeconomics, Mathematics for Economic Applications.

ACADEMIC PUBLICATIONS

de Bernard, M., Panozzo, F. (forthcoming). Mapping Craft: Lessons from Frustration. Craftour Proceedings. Springer.

de Bernard, M., Panozzo, F. (forthcoming). Craft and local-as-moral economies: Intimacy, labour, and the limits of care. In M. Gasparin, E. Raviola, D. Ravasi, & D. Hjorth (eds.), Craft, organization and culture. Routledge.

Panozzo, F., & de Bernard, M. (2026). The Colonial Gaze of Neo-craft Research. Venice School of Management-Department of Management Working Paper, (3). ISBN 2239-2734.

de Bernard, M., Panozzo, F. (2025). Workbenches in Business Schools: the Role of Craft in Management Learning. WOA XXVI Proceedings, ISBN 979-12-210-9700-9.

Buzzao, G., & de Bernard, M. (2025). Keep your friends close? Strategic composition and spatial concentration of Italian business networks. Osservatorio Nazionale sulle reti d’impresa 2024, 151.

Raviola, E., Aguiar, U. N., Macciò, E., de Bernard, M., & Lusiani, M. (2025). Report for Researchers on the Methodology of Mapping Craft Values and Analyzing Craft Controversies.

de Bernard, M., Comunian, R., Jewell, S., Salvador, E., & O’Brien, D. (2023). The role of higher education in sustainable creative careers: Exploring UK theatre graduates and theatre careers. Industry and Higher Education, 09504222231186366.

- Comunian, R., Viganò, F., de Bernard, M. (2022). "Il pensiero sulla complessità come quadro teorico per la comprensione delle industrie creative". *Creatività e tradizione: Il potenziale delle industrie culturali e creative in Alto-Adige*. Meltelmi
- de Bernard, M. "The Metamorphosis of Cultural and Creative Organizations-Exploring Change from a Spatial Perspective: Edited by Federica De Molli and Marilena Vecco, London, England, Routledge, 2022, 232pp., \$160 (Hardback), ISBN 9780367681937, ISBN 9781003134671." (2022): 1-3
- de Bernard, M., Comunian, R., & Viganò, F. (2022). On GIS and the Creative Economy: Opportunities and Challenges. In R. Comunian, A. Faggian, J. Heinonen, & N. Wilson (eds.), *A Modern Guide to Creative Economies*. Edward Elgar Publishing.
- de Bernard, M., Comunian, R., & Gross, J. (2021). Cultural and creative ecosystems: a review of theories and methods, towards a new research agenda. *Cultural Trends*. DOI: 10.1080/09548963.2021.2004073.
- de Bernard, M., & Comunian, R. (28 May 2021). Creative and Cultural Ecosystems: Visual Models and Visualisation Challenges. Creative and Cultural Ecologies Research Network. <https://www.creative-cultural-ecologies.eu/research-blog/creative-and-cultural-ecosystems-visual-models-and-visualisation-challenges>

CONFERENCE PRESENTATIONS

May 2026	XXVII WOA 2026 – ASSIOA – Associazione Italiana Organizzazione Aziendale
May 2026	En Attendant XXIII International Conference
December 2025	En Attendant XXII International Conference
December 2025	9th EIASM – European Institute for Advanced Studies in Management
July 2025	41st EGOS Colloquium – European Group of Organizational Studies
June 2025	EURAM 2025 Conference – European Academy of Management
May 2025	XXVI WOA 2025 – ASSIOA – Associazione Italiana Organizzazione Aziendale
May 2025	RSA (Regional Science Association) Annual Conference
September 2024	4th Rethinking Culture & Creativity Workshop
July 2024	17th International Conference on Arts and Cultural Management – AIMAC
May 2023	EURAM 2023 Conference – European Academy of Management
May 2023	RSA (Regional Science Association) Annual Conference
August 2022	RGS-IBG (Royal Geography Society) Annual International Conference
June 2022	6th Global Conference on Economic Geography
December 2021	10th Conference on Complex Networks and their Application
September 2021	IV International Conference on Cluster Research

COURSES AND CONTINUING EDUCATION

July 2026	Network Studies and Societal Challenges Summer Workshop, NOIS (Network Organization Innovation and Strategy), Venice School of Management, Collegio Internazionale Ca' Foscari
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February 2023	Winter School in Advanced Qualitative Methodology and Theorizing in Economic Geography, Institute of Geography, University of Bern.
June 2022	Summer Institute in Computational Social Science – Imperial College Business School
June 2022	IRS Spring Academy 2022 – Investigating Space(s): Current Theoretical and Methodological Approaches: Spaces of Infection – Leibniz Institute for Research on Society and Space
November 2020	Cultural Heritage and the City – FutureLearn
October 2019 – October 2020	Training courses at King’s College London <i>Including:</i> Machine Learning and Natural Language Processing; Social Network Analysis; Qualitative Research; Statistics for Researchers; Literature Review; Philosophy of Social Sciences.
April 2020	Fundamentals of GIS: Geographic Information Systems (GIS) Specialisation – Coursera
January 2020	IUSSAF & EURA Winter School – Research Methodology in Social Sciences: Urban Studies and Spatial Planning
July 2019	SIM-SIMA Research Methodology Summer School

SKILLS

Languages	Italian: native speaker English: IELTS 8/9
Software and programming	Python: intermediate level Good knowledge of NetworkX for network analysis; Pandas, Seaborn and Matplotlib for data analysis and visualisation; BeautifulSoup and Selenium for web scraping; string-grouper and regex for textual data cleaning. ArcGIS/ArcMap: intermediate level NVivo/Dedoose: advanced level
Project design and funding	Grant writing and project proposal development from concept note to submission, for national and European funding calls (Horizon Europe, Interreg). Building and coordination of international public-private partnerships. Project proposal evaluation and feasibility analysis.