

## **NICOLA TOMESANI**

Adjunct Professor, University of Bologna  
Department of Statistical Sciences "Paolo Fortunati", Via Belle Arti 41, Bologna  
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### **EDUCATION**

1989, University of Bologna, Degree in Business Management

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### **ACADEMIC POSITION**

1999–present, University of Bologna  
Adjunct Professor in Marketing, Departments of Statistics, Industrial Engineering, and Management

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### **PROFESSIONAL EXPERIENCE**

2015 – present, Mastersport srl, education, founder and board member  
2013 – present, Grund srl, consulting, Managing Director  
2000 - 2007, StageUp, Media Planning Company, Founder and CEO  
2000 - 2000, UNIDO – United Nations Industrial Development Organization, consultant  
1998 - 2000, IX Parliamentary Commission of Inquiry into the National Health Service, advisor  
1991 – 1997, Gedis Management, strategic consulting, consultant

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### **TEACHING EXPERIENCE**

#### **University of Bologna**

1999–present  
Comportamento del consumatore e Marketing  
Laboratorio di gestione aziendale  
New Media Laboratory  
Marketing  
Tourism marketing  
Strategy

#### **Scuola dello Sport del CONI**

1995-2000, Sports marketing teacher

#### **ISTUD Business School**

1992 – 2000 Marketing teacher

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### **INSTITUTIONAL ACTIVITIES**

2023 - present, Bologna Business School, Associate Dean for Executive Masters  
2012 - present, Bologna Business School, Director, MBA Part-Time Program,

1997–present, University of Parma & University of San Marino

Member of the Scientific Committee and Lecturer in Sport Marketing, Master in Management of Sports Organizations