

**CV Paolo Guenzi**  
(Updated September 2021)



Associate Professor, Department of Marketing, Università Commerciale Luigi Bocconi  
Senior Professor, Knowledge Group Marketing&Sales, SDA Bocconi School of Management

Master Degree (1994: 110/110 cum Laude) Università Bocconi  
Doctorate (1999/2000): Università Bocconi

**1. Articles in international refereed journals**

1. The Impact of Digital Transformation on Salespeople: an Empirical Investigation Using the JD-R Model (with E. Nijssen) *Journal of Personal Selling & Sales Management*, 41 (2), 130–149, 2021
2. Mastering the digital transformation of sales (with J. Habel), *California Management Review*, 62 (4), 57–85, 2020
3. Studying the antecedents and outcome of social media use by salespeople using a MOA framework (with E. Nijssen), *Industrial Marketing Management*, 90, 346-359, 2020
4. It is all in good humor? Examining the impact of salesperson evaluations of leader humor on salesperson job satisfaction and job stress (with D. Rangarajan, N. Chaker, L. Sajtos), *Journal of Personal Selling & Sales Management*, 39 (4), 352–369, 2019
5. Cognitive and affective determinants of salesforce performance: a two-wave study (with I. Soscia, R.P. Bagozzi), *Industrial Marketing Management*, 75, 206-217, 2018

6. The role of leadership in salespeople's price negotiation behavior (with S.Alavi, J.Habel, J.Wieseke), *Journal of the Academy of Marketing Science*, 46, 4, 703-724, 2018
7. Linking Data-Rich Environments with Service Innovation in Incumbent Firms: A Conceptual Framework and Research Propositions (with G. Troilo, L. M. De Luca), *Journal of Product Innovation Management*, 34, 5, 617-639, 2017
8. Beyond the retention—acquisition trade-off: Capabilities of ambidextrous sales organizations (with E.Nijssen, M.v.d.Borgh), *Industrial Marketing management* 64, 1-13, 2017
9. The dual mechanism of sales capabilities in influencing organizational performance (with L. Sajtos, G. Troilo), *Journal of Business Research* 69, 3707-3713, 2016
10. The Combined Effect of Customer Perceptions about a Salesperson's Adaptive Selling and Selling Orientation on Customer Trust in the Salesperson: A Contingency Perspective (with L.M. De Luca, R.Spiro), *Journal of Business & Industrial Marketing* 31, 4, 553-564, 2016
11. The Organizational Implications of Implementing Key Account Management: A Case-based Examination (with K. Storbacka), *Industrial Marketing Management* 45, 84-97, 2015
12. Guidelines for future research on KAM implementation (with K. Storbacka), *Industrial Marketing Management* 45, 100, 2015
13. How salespeople see Organizational Citizenship Behaviors: an exploratory study using the laddering technique (with F. Panzeri), *Journal of Business & Industrial Marketing* 30, 2, 218 – 232, 2015
14. The Influence of Formal and Informal Sales Controls on Customer-directed Selling Behaviors and Sales Unit Effectiveness (with A. Baldauf, N. Panagopoulos), *Industrial Marketing Management* 43, 786-800, 2014
15. How to use a sponsorship platform to support an international master brand strategy: The UniCredit UEFA Champions League Sponsorship (with D. Penna), *Journal of Brand Management* 21, 2, 133–149, 2014
16. What can business leaders learn from sports leadership? (with D. Ruta), *Strategic HR Review*, 13, 1, 2014
17. Leading teams: Tools and Techniques for Successful Team Leadership from the Sports World, (with D. Ruta), *The European Business Review*, September-October, 21-25, 2013
18. Organizational drivers of salespeople's customer orientation and selling orientation (with L.De Luca, G.Troilo), *Journal of Personal Selling & Sales Management*, 31, 3, 269-285, 2011
19. Internationalizing Sales Research: Current Status, Opportunities And Challenges (with N.Panagopoulos, N.Lee, E.Bolman Pullins, G.Avlonitis, P.Brassier, A.Humenberger, P.Kwiattek, T.Loe, E.Oksanen-Ylikoski, R.Peterson, B.Rogers, D.Weilbaker), *Journal of Personal Selling & Sales Management*, 31, 3, 219-242, 2011
20. Interpersonal trust in commercial relationships: antecedents and consequences of customer trust in the salesperson (with L. Georges), *European Journal of Marketing* 44, 1/2, 114-138, 2010
21. Dispersion of influence between Marketing and Sales: Its effects on superior customer value and market performance (with G.Troilo, L.De Luca), *Industrial Marketing Management* 38, 872-882, 2009
22. The Impact of Strategic Account Managers' Behaviors on Relational Outcomes: An Empirical Study (with L. Georges, C. Pardo), *Industrial Marketing Management* 38, 100-111, 2009
23. Personal Loyalty Vs. Firm Loyalty? Exploring relational trade-offs in the presence of key employees: the case of radio DJ (with A.Arборе e A.Ordanini), *Journal of Service Management* 20, 3, 317-341, 2009
24. An empirical investigation of the impact of relationship selling and LMX on salesforce's behaviours and effectiveness (with N.Paparoidamis), *European Journal of Marketing* 43, 7/8, 1053-1075, 2009
25. A Comprehensive Model of Customer Trust in Two Retail Stores (with M.D. Johnson, S.Castaldo), *Journal of Service Management* 20, 3, p. 290-316, 2009
26. The sales function in the 21<sup>st</sup> century: Where are we and where do we go from here? (with S. Geiger), *European Journal of Marketing* 43, 7/8, 873-889, 2009

27. The joint contribution of Marketing and Sales to the creation of superior customer value (with G. Troilo), *Journal of Business Research*, 60, 98-107, 2007
28. Relational selling strategy and key account managers' relational behaviors: an exploratory study (with C. Pardo, L. Georges), *Industrial Marketing Management* January 2007, 36, 1, 121-133, 2007
29. Developing marketing capabilities for customer value creation through Marketing-Sales integration (with G. Troilo), *Industrial Marketing Management*, November 2006, 35, 8, 974-988, 2006
30. The launch of new brands by professional soccer teams: The case of U.S. Lecce – Salento 12 (with M. Nocco), *International Journal of Sport Marketing & Sponsorship*, May 2006, 251-266, 2006
31. The Impact of Interpersonal Relationships on Customer Satisfaction and Loyalty to the Service Provider (with O.Pelloni), *International Journal of Service Industry Management* 15, 4, 365-384, 2004
32. Antecedents and Consequences of a Firm's Selling Orientation, in *European Journal of Marketing* 37, 5/6, 706-727, 2003
33. Sales Force Activities and Customer Trust" in *Journal of Marketing Management* 18, 749-778, 2002

## 2. Articles in Italian journals

1. Il caso Ecolab (with A. Costantini), *Economia & Management* 3,28-32, 2017
2. Cosa attrae (e cosa no) delle carriere commerciali (with S.Ghaddar), *Economia & Management* 1, 18-22, 2017
3. Top manager dalle vendite con una marcia in più (with S.Ghaddar), *Economia & Management* 1, 30-35, 2017
4. Le 7S della sales transformation (with M.Sisti), *Economia & Management* 1, 36-44, 2017
5. "Sogno o incubo? Marketing analytics e social media visti dai direttori marketing", *Economia & Management* Vol. 3, 55-61, 2015
6. "Competenze commerciali: cosa sono e come influenzano i risultati aziendali", *Economia & Management* Vol. 4, 89-105, 2014
7. "Caso Unicredit: la valutazione della sponsorizzazione della UEFA Champions League" (with S.Santini, D.Penna, D.Boni), *Economia & Management* Vol.2, 89-110, 2013
8. "L'integrazione fra marketing e vendite: barriere, meccanismi operativi e risultati" (with G.Troilo), *Economia & Management* Vol.2, 89-110, 2013
9. "L'innovazione nei sistemi di offerta delle società di calcio: dagli stadi alle strutture polifunzionali customer-based" (with M.Pavan), *Finanza, Marketing e Produzione* anno 22 n°3, p.81-107, 2005
10. "Il contributo dei venditori alla soddisfazione del cliente: un'analisi nel mercato finanziario" (with R.Becagli e R.Riccardi), in *Micro&Macro Marketing* anno 13, n° 2, p. 237-264, 2004
11. "L'efficacia del testimonial atleta nelle politiche pubblicitarie aziendali" (with P.Borghini), in *Micro&Macro Marketing* anno 13, n° 3, p. 361-385, 2004
12. "Relazioni Interpersonali e Customer Loyalty. Il caso dei Fitness Club" (with O.Pelloni), in *Finanza, Marketing e Produzione* anno 21 n°1, p. 119-141, 2004
13. "Analizzare e gestire la dealer satisfaction: un'analisi empirica nel mercato degli orologi" (with S.Pizzoglio e R.Riccardi), *Economia & Management* n°4, p. 47-59, 2004
14. "I sistemi di controllo della forza di vendita", *Economia & Management* n°1, p. 15-25, 2004
15. "Il ruolo della forza vendita nella generazione di fiducia del cliente. Un'indagine empirica nelle imprese italiane", in *Economia & Management* n° 5, p.95-110, 2001
16. "Orientamento commerciale dell'impresa e attività svolte dai venditori: un'analisi esplorativa nelle imprese italiane", *Micro & Macro Marketing*, anno 9, n°3, p.437-460, 2000
17. "La comunicazione di marketing nei parchi a tema: il caso Gardaland", *Micro & Macro Marketing*, anno 7, n° 2, p.295-321, 1998
18. "Il marketing nel mercato radiofonico: il caso Radio DeeJay" (with S.Botti) ", *Micro & Macro Marketing*, anno 6, n° 2, p. 321-343, 1997
19. "Un approccio marketing-oriented per la classificazione dei servizi per il tempo libero" (with E.Valdani), *Sinergie*, 41, p. 69-94, 1996

20. "Il caso Eurodisney", *Micro & Macro Marketing*, 4, 1, p.135-144, 1995

### **3. Conference papers/Working papers/non-published papers**

1. The Digital Transformation of Sales (with J. Habel), JAMS Thought Leaders' Conference on Innovating in the Digital Economy, Milan, June 10-12, 2019
2. Social media and sales: investigating the antecedents and outcome of social media using a MOA framework (with E. Nijssen), JAMS Thought Leaders' Conference on Innovating in the Digital Economy, Milan, June 10-12, 2019
3. Competition and deviance in the sales force, Proceedings of the 13th Annual Global Sales Science Institute Conference, Panama City, Panama, June 5-8, 2019
4. Mastering digital transformation in sales: A research agenda going forward (with D. Rangarajan, T. Kaski), Proceedings of the 13th Annual Global Sales Science Institute Conference, Panama City, Panama, June 5-8, 2019
5. Digital & Social Selling Index: an empirical investigation into its nature, antecedents and consequences (with S.Ghaddar), Proceedings of the 12th annual GSSI Conference, Vienna, June 5-8 2018
6. How students perceive salespeople and the sales job (with P. Caiozzo, M.C. Cito, S.Ghaddar, G. Miniero, Proceedings of the 11th annual GSSI Conference, Mauritius, June 6-9 2017
7. How Sales Organization Capabilities Affect the Simultaneous Pursuit of Customer Acquisition and Retention (with M. van den Borgh, E.Nijssen), The Thought Leadership on the Sales Profession Conference, Hec Paris, France, May30-June 1 2017
8. "The Organizational Impact of Big Data Marketing on Service Innovation" (with L.M. DeLuca, G. Troilo), Proceedings of the JPIM-MSI Research Workshop, Knoxville, Tennessee, USA, June 8-10 2016
9. The impact of Sales Force Management Capabilities and Personal Selling Capability on Performance (with L.Sajtos, G.Troilo), Proceedings of the 45th EMAC Conference, Oslo, Norway, May 24-27 2016
10. Which Competencies for Successful Commercial Executives: Are we Missing the Real Points? (with P. Caiozzo, G.Troilo), Proceedings of the 44th EMAC Conference, Leuven, Belgium, May 26-29 2015
11. What are sales capabilities and how do they affect performance? A preliminary investigation (with L.Sajtos, G.Troilo), 5th EMAC Regional Conference, Katowice, Poland, September 24-26, 2014
12. What really matters to sales executives? (with P. Caiozzo, G.Troilo), Thought Leadership on the Sales Profession, Columbia University, June 10-11 2014
13. The impact of sales capabilities on performance, Winner, Best Track Paper Award, Proceedings of the ANZMAC Conference, Auckland, New Zealand, December 1-4 2013
14. The Organizational Implications of Implementing Key Account Management: A Case-based Examination (with K.Storbacka), Industrial Marketing and Sales Management Symposium & Special Issue in Industrial Marketing Management: "From Strategy Frameworks to Value-in-use: Implementing Strategies and Theories of B2B Marketing and Sales Management", Helsinki, Finland November 6-7th, 2013,
15. How sales capabilities affect performance: a preliminary investigation, Conference on Enhancing Sales Force Productivity, Münster, Germany 2013, July 14 – 16, 2013
16. The capabilities and performance of ambidextrous sales organizations (with E.Nijssen, M.Van den Borgh), Proceedings of the 42nd EMAC Conference, Istanbul, Turkey, June 4-7 2013
17. The Influence of Sales Force Control Systems on Salespeople's Customer-Oriented Selling, Adaptive Selling and Sales Unit Effectiveness (with A. Baldauf, N.Panagopoulos), Proceedings of the 42nd EMAC Conference, Istanbul, Turkey, June 4-7 2013
18. Does Adaptive Selling improve or hurt customer trust in the salesperson? A contingency study (with L.De Luca, R.Spiro, G.Troilo), Proceedings of the 41st EMAC Conference, Lisbon, Portugal, May 22-25 2012

19. Solving the paradox of Machiavellianism: Machiavellianism may make for productive sales but poor team spirit (with I.Soscia, R.Bagozzi), Proceedings of the 41st EMAC Conference, Lisbon, Portugal, May 22-25 2012
20. An investigation into the consequences of prosocial behaviors of salespeople using the laddering technique (with F.Panzeri), Proceedings of the 40th EMAC Conference, Lubiana, Slovenia, May 24-27 2011
21. The role of emotions in affecting sales performance: a longitudinal study (with I.Soscia, R.Bagozzi), Proceedings of the 40th EMAC Conference, Lubiana, Slovenia, May 24-27 2011
22. The dark side of adaptive selling (with L.De Luca, R.Spiro), Proceedings of the 5<sup>th</sup> annual GSSI Conference, Milan, Italy, June 22-24 2011
23. What can sales managers learn from coaches of professional sport teams? (with G.Troilo), Proceedings of the 39<sup>th</sup> EMAC Conference, Copenhagen, Denmark, June 1-4 2010
24. Investigating the antecedentes of customer trust in the salesperson (with R.Spiro), Proceedings of the 39<sup>th</sup> EMAC Conference, Copenhagen, Denmark, June 1-4 2010
25. Organizational drivers of customer-oriented selling (with G.Troilo e L. De Luca), Proceedings of the 38<sup>th</sup> EMAC Conference, Nantes, France, May 26-29, 2009
26. Marketing-Sales relationship: how to achieve their integration? (with G.Troilo), Proceedings of the 37<sup>th</sup> EMAC Conference, Brighton, UK, May 2008
27. The contingent value of Sales participation in marketing decision-making for market performance (with G.Troilo and L.De Luca), Proceedings of the 37<sup>th</sup> EMAC Conference, Brighton, UK, May 2008
28. Antecedents and consequences of Sales Force Control Systems: a relational perspective (with A. Baldauf, V.Onyemah), Proceedings of the Global Sales Science Institute Conference, Athens, Greece, June 2008
29. An Empirical Investigation of Relationship Selling Strategy, Management Controls, Salesperson Behaviors and Sales Organization Effectiveness (with A.Baldauf), Proceedings of the National Conference in Sales Management 2007, Irvine, California, USA, 2007
30. A Multi-Level Model of Retail Trust: Building Patronage through People, Products, Places and Communication (with M. D. Johnson, S. Castaldo), Proceedings of the 36<sup>th</sup> EMAC Conference, Reykjavik, Iceland, May 23-26, 2007
31. Exploring Relational Trade-offs in the Presence of Key Employees: the Case of the Radio Industry (with A. Arbore, A. Ordanini) Proceedings of the 36<sup>th</sup> EMAC Conference, Reykjavik, Iceland, May 23-26, 2007
32. When and why do customers trust grocery retailers? (with S.Castaldo, L.Grimaldi, M.Grosso, K.Premazzi,) Proceedings of the 36<sup>th</sup> EMAC Conference, Reykjavik, Iceland, May 23-26, 2007
33. "Building interpersonal relationships in mass-mediated service environments: The case of radio stations" (with G.Beber), Proceedings of the 35<sup>th</sup> EMAC Conference, Athens, Greece, May 23-26, 2006
34. "Antecedents and consequences of customer trust in the financial advisor" (with L.Georges), Proceedings of the 35<sup>th</sup> EMAC Conference, Athens, Greece, May 23-26, 2006
35. "Integrating Marketing and Sales: A Means-End Approach" (with G. Troilo), Proceedings of the 35<sup>th</sup> EMAC Conference, Athens, Greece, May 23-26, 2006
36. "Integrating Marketing and Sales: A Means-End Approach" (with G. Troilo), Proceedings of the National Conference in Sales Management 2006, Minneapolis, Minnesota, USA, 2006
37. "Antecedents and consequences of marketing and sales integration: an empirical examination" (with F.Ancarani e G.Troilo), Proceedings of the 34<sup>th</sup> EMAC Conference, Milan, Italy, May 24-27, 2005
38. "Relational outcomes of key account managers' behaviours: an empirical examination" (with L.Georges e C.Pardo) Proceedings of the 34<sup>th</sup> EMAC Conference, Milan, Italy, May 24-27, 2005
39. "Building trust through synergistic solutions in a key account setting: an empirical study", (with L.Georges e C.Pardo), Proceedings of the National Conference in Sales Management 2005, Miami, Florida, USA, 2005
40. "Dealer Satisfaction in marketing channels: a model and empirical examination", Proceedings of the 33<sup>rd</sup> EMAC Conference, Murcia, Spain, May 18-21, 2004

41. "Relational outcomes of key account managers' behaviours: an empirical examination", Proceedings of the 33<sup>rd</sup> EMAC Conference, Murcia, Spain, May 18-21, 2004
42. "An empirical investigation of the impact of relationship selling and LMX on relational selling behaviours and sales performance" Proceedings of the 33<sup>rd</sup> EMAC Conference, Murcia, Spain, May 18-21, 2004
43. "Salespeople's Contribution to Customer Satisfaction: an Empirical Examination in Financial Services" Proceedings of the National Conference in Sales Management 2004, Reno, Nevada, USA, 2004
44. "The link between the supplier's relational selling strategy and its key account manager's relational behaviors" (with L.Georges e C.Pardo), Proceedings of the 19<sup>th</sup> Annual IMP Conference, Lugano, Svizzera, September 4-6, 2002
45. "Sales Force Control Systems: A Relational Perspective" (with A.Baldauf, N.Paparoidamis, O.Pelloni), Proceedings of the National Conference in Sales Management, Cincinnati, USA, April 10-12, 2002
46. "Interpersonal Relationships and Customer Loyalty: A Comprehensive Model and Empirical Investigation" (with O.Pelloni), EURAM Trust Track, Milano, 3-5 aprile, 2002
47. "The impact of Interpersonal Relationships on Customer-to-Firm Relationships" (with O.Pelloni), Proceedings of the 32<sup>st</sup> EMAC Conference, Glasgow, Scotland, May 20-23, 2002
48. "Relationship Selling: Towards a Better Definition of the Construct", in Proceedings of the National Conference in Sales Management (ed. J.M.Hawes, S.A.Inks), Atlanta, Georgia, USA, April 6-8, 2002
49. "Relationship Marketing, sales force activities and customer trust: findings from Italy", in "Marketing in a Changing World", Proceedings of the 31<sup>st</sup> EMAC Conference, Braga, Portugal, May 28-31, 2002
50. "From Relationship Marketing to Relationship Selling", in "Marketing in a Changing World", Proceedings of the 31<sup>st</sup> EMAC Conference, Braga, Portugal, May 28-31, 2002
51. "Salesforce Activities and Salesforce Role in Getting Customer Trust: An empirical Study", in "Profit through New (and Unusual) Marketing Alliances" (ed. M.K.Rich), Proceedings of the ISBM/CBIM Seventh Annual Academic Workshop, Georgia State University, Atlanta, US A, February 2-4 2002
52. "Relationship Marketing, Salesforce Activities and Sales Management: Towards a Relationship Selling Paradigm?", in "Business Marketing in the Decade Ahead: The Key Challenges We Face", Proceedings of the ISBM/CBIM Sixth Annual Academic Workshop, Georgia State University, Atlanta, USA, January 15-17, 2002

#### **4. Books / Book Chapters**

1. La trasformazione digitale delle vendite, Egea, 2021
2. The strategic building of a football club: the case of Interbrand and Shakhtar Donetsk (with M. Ricca), in S. Chadwick, N. Chanavat and M. Desbordes, (eds.) Routledge Handbook of Sports Marketing, Routledge, 2016, p.38-50
3. Gestire le vendite (with M.A Sisti, P.Caiozzo), Egea, 2015
4. Key accountization at Bosch Automotive Aftermarket (BAA) Italy: managing and implementing a strategic change, in D. Woodburn, K. Wilson (Eds), Handbook of Strategic Account Management, Wiley, 2014
5. "Sales Force", Wiley Encyclopedia of Management, 3rd Edition (2014)
6. Leading teams: managerial lessons from sport coaches (with D.Ruta), Wiley, 2013
7. "Venditing: chi ha ucciso il marketing?", in "Scritti in onore di Stefano Podestà", 2013
8. "Le metriche di orientamento al mercato" (with L.De Luca), in "Marketing metrics" (a cura di E.Valdani e F.Ancarani), Egea, 2011
9. Sales Management, in "Marketing management" (a cura di E.Valdani), Egea, 2011
10. Sales Management: A Multinational Perspective (con S. Geiger, Editors), Palgrave MacMillan, 2011
11. "Sales Management in the twenty-first century" (con S.Geiger), in Sales Management: A Multinational Perspective (con S. Geiger, Editors), Palgrave MacMillan, 2011

12. "Managing change in the sales force", in *Sales Management: A Multinational Perspective* (con S. Geiger, Editors), Palgrave MacMillan, 2011
13. Team leadership and coaching, in *Sales Management: A Multinational Perspective* (con S. Geiger, Editors), Palgrave MacMillan, 2011
14. "Sales organization performance and evaluation" (con S.Geiger), in *Sales Management: A Multinational Perspective* (con S. Geiger, Editors), Palgrave MacMillan, 2011
15. Team Leadership. Dallo sport al management (con D.Ruta), Egea, 2010
16. "Organizzazione e gestione della rete di vendita", in "Marketing e fiducia" (a cura di S. Castaldo), Il Mulino, 2009
17. "Sport marketing and Facility Management: From Stadiums to customer-based multipurpose Leisure Centers", in *Marketing and Football: an international perspective*, M. Desbordes and G.Bolle (Eds.), Butterworth-Heinemann, 2006
18. "La forza di vendita", volume "Vendite" della collana Enciclopedia di Management, Università Bocconi Editore, 2006
19. "Organizzazione e gestione della rete di vendita", volume "Vendite" della collana Enciclopedia di Management, Università Bocconi Editore, 2006
20. "Il contributo del personale commerciale al successo del punto vendita", in *Store Management: la gestione delle piattaforme relazionali* (a cura di C.Mauri e S.Castaldo), Franco Angeli, Milano, 2005
21. "Musei, edutainment e marketing (with E.Valdani), in *Cultura in Gioco – Le nuove frontiere di musei, didattica e industria culturale nell'era dell'interattività* (a cura di P.A. Valentino e L.M.R. Delli Quadri), Giunti Editore, Firenze, pp.148-164, 2004
22. *La vendita relazionale*, Etas, Milano, 2002
23. "Il marketing relazionale nel mercato radiofonico", in *Artwork&Network* (a cura di S.Salvemini, G.Soda), EGEA, Milano, p. 245-280, 2001
24. *Strategie e politiche di marketing nei parchi tematici* (with E. Valdani), EGEA, Milano, 1998
25. "Sport marketing and Facility Management: From Stadiums to customer-based multipurpose Leisure Centers", in *Marketing and Football: an international perspective*, M. Desbordes and G.Bolle (Eds.), Butterworth-Heinemann, p. 130-162, 2006
26. "Marketing du sport et management des installations", in *Marketing et Football: une perspective internationale* (a cura di G.Bolle e M.Desbordes), Presses Universitaires du Sport, 2005
27. "Zur Typologisierung von Freizeitdienstleistungen: Ein kundenorientierter Ansatz" (with E.Valdani, K.Matzler), in *Erfolg durch Dienen?* (a cura di H.Hinterhuber e H.Stahl), p. 244-263, 2002
28. "Marketing von Brand Parks" (with E.Valdani), in *IndustrieErlebnisWelten* (a cura di H.Hinterhuber e H.Pechlaner), ESV, Berlino, Germania, p.155-193, 2001

## 5. Main Courses taught at Bocconi

### **Bachelor Degree and Master of Science:**

"Sales Management"  
 "Personal Selling"  
 "Dealers & Sales Management"  
 "Event & Mega Event management"  
 "Key Account Management"

### **Executive Education:**

#### **EMMS (Executive Master in Marketing & Sales)**

Sales Management

#### **Executive MBA**

Sales Management

Channel Management

**Open Market Programs**

Sales Management

Sales Planning&Control

Sales Excellence

Selling competencies (fully online)

Leading sales forces (fully online)

**Open Market Programs**

I designed and managed dozens of in-house programs taught for companies like, for example, ABB, Aermec, Autogrill, Bosch, ENEL , Emc2, EPTA, Fastweb, Galderma, Johnson & Johnson Medical, Iveco, Lindt, Mondadori, Negri Bossi, Oréal, Sacmi, SAI, SDA Express Courier, SEAT Pagine Gialle, Siemens, SNAM , Solvay , Tyco, Ugine, Vodafone, Wind

**6. Miscellaneous**

Founder and Director, Commercial Excellence Lab, SDA Bocconi

2015-2018 Director, Area Marketing, SDA Bocconi

Winner, best referee Economia & Management, 2014, Best paper award Economia & Management, 2015

Winner, Research excellence award, Università Bocconi

Appeared in several interviews on national media like Rai, La7, Sky, Sole24Ore, Corriere della Sera, Wired, ecc.) on Sales Management and Sport Management topics

In 2018-2020 only, approximately 1 million euros generated by executive education programs developed and managed at SDA Bocconi. In 2015-2017 and in 2012-2014 900k euros were generated by the same initiatives.

Member of the Editorial Review Board of the Journal of Personal Selling & Sales Management

Reviewer for several Tracks of the European Marketing Academy Conference and for the National Conference in Sales Management

Ad-hoc reviewer for "European Journal of Marketing", "Industrial Marketing Management", Journal of Personal Selling & Sales Management, and "Management Decision"

Member of the Steering Committee of the Global Sales Science Institute

Former Track Chair, "Personal Selling and Sales Management" Track of the European Marketing Academy Conference

Lecturer and invited speaker at Aalto School of Economics, Antwerp Business School, Cranfield School of Management, Escuela de Administración de Empresa, Harvard Business School, IESEG School of Management, London Business School, Universidad Tecnica Santamaria, Université Paris-Est Créteil, University College Dublin, University of Bern, Vlerick School of Management.



2004: Research Associate and Visiting Professor, Department of Management, University of Bern, Switzerland

2004 – 2005: Research Associate, Department of Marketing, Stephen M. Ross School of Business, University of Michigan, USA

2006: ITP (International Teachers Programme), IMD, Lausanne

2009: Visiting Professor, Department of Marketing, University of Auckland, New Zealand

2015: Research fellow, Sales & Marketing Department, Ruhr-Universität Bochum