

# STEFANO PRESTINI

## CURRICULUM VITAE

### EDUCATION

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- 2014-2018 *PhD in Management and Innovation*  
Università Cattolica del Sacro Cuore, Milan
- 2008-2011 *Master of Science in Marketing Management*  
Bocconi University, Milan
- 2005-2008 *Bachelor of Science in Economics and Management for Arts, Culture and Communication*  
Bocconi University

### TEACHING EXPERIENCE

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#### Master of Science (MSc) Programs

- 2021-present *Digital Communication (Eng) – Course Director*  
MSc in Marketing Management, Bocconi University
- 2018-2021 *Strategic Marketing and Analytics Module1 (Eng) – Class Responsible*  
MSc in Marketing Management, Bocconi University

#### Specialized Master's Programs

- 2018-present *Digital and Social Media Marketing (Ita, multiclass) – Course Director*  
Master's in Marketing and Communication (MiMeC), Bocconi University
- 2018-present *Market Strategy and Planning (Ita) – Course Director*  
Master's in Marketing and Communication (MiMeC), Bocconi University
- 2023-2024 *Product and Service Management (Ita) – Course Director*  
Master's in Marketing and Communication (MiMeC), Bocconi University
- 2017-2018 *Marketing Events and Trade Shows (Ita) – Instructor*  
Master's in Marketing and Communication (MiMeC), Bocconi University

#### Bachelor of Science (BSc) Programs

- 2022-present *Marketing (Ita) – Class Responsible*  
CLEAM BSc program, Bocconi University
- 2023-present *Marketing communication (Eng) – Class Responsible*  
BSc programs (elective course), Bocconi University
- 2021-2022 *New Products and Product Management (Eng) – Course Director*  
BSc programs (elective course), Bocconi University

### Bocconi Summer School

- 2021-present *Advertising and Communication Lab (Eng, multiclass) – Class Responsible*  
Course for international High School students, Bocconi University
- 2022-2023 *Digital Marketing Lab (Eng) – Class Responsible*  
Course for international High School students, Bocconi University
- 2020-2021 *Luxury Management (Eng) – Instructor*  
BSc course for international undergraduate students, Bocconi University

### SDA Bocconi School of Management

- 2022-present *Market Research in the Arts (Eng) – Instructor*  
Specialized Master's in Arts Management and Administration (MAMA)
- 2019-present *Thesis Writing Workshop (Eng)*  
Specialized Master's in Arts Management and Administration (MAMA)
- 2019-present *Writing Thesis Lab (Eng)*  
Specialized Master's of Management in International Arts Management (MMIAM)  
HEC Montréal / SMU Southern Methodist University / SDA Bocconi School of Management

### Seminars

- 2016-2018 *The Secrets of Successful Italian Brands (Eng)*  
US-bachelor students on an exchange program, Bocconi University and Leeds School of Management – University of Colorado

### Other Master's Programs

- 2018-2021 *Marketing for Creative Industries (Ita) – Instructor*  
Master's in Communication for Creative Industries, Università Cattolica, Milan
- 2019-2021 *Economy and Art Market (Eng) – Instructor*  
Master's in Contemporary Art Markets, Nuova Accademia di Belle Arti (NABA), Milan

### Technical Specialization Programs (ITS)

- 2017-2021 *International Marketing (Eng and Ita) – Course Director (multiclass)*  
Marketing, Sales and Export Management program (cl1)  
International Marketing Management program (cl2)  
Fondazione JobsAcademy, San Paolo d'Argon, Bergamo

### Teaching Assistant Experience

- 2020-2021 *Experiential Marketing (Ita)*  
MSc in Marketing Management, Bocconi University
- 2013-2017 *Strategic Marketing and Marketing Plan Module 1 (Ita)*  
MSc in Marketing Management, Bocconi University

- 2013-2017     *Understanding Consumer and CCT Module 2 (Ita)*  
MSc in Marketing Management, Bocconi University
- 2015-2016     *Introduction to e-Marketing and e-Commerce (Eng)*  
BSc in Economics and Management, Bocconi University

## ACADEMIC EXPERIENCE

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- Sep. 2021-  
present         *Lecturer*  
Bocconi University, Marketing Department
- 2014-2021       *Academic Fellow*  
Bocconi University, Marketing Department
- 2014-2018       *PhD Student in Management and Innovation*  
Università Cattolica del Sacro Cuore
- 2012-2017       *Research and Teaching Assistant*  
Bocconi University, Marketing Department
- 2012-2018       *Research Assistant for the Bocconi*  
Bocconi University, Trade Fair Observatory

## PROFESSIONAL EXPERIENCE

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- 3/2012-  
9/2012         *Assistant Brand Manager*  
Danone Group, Milan
- 7/2011-  
1/2012         *Shopper Marketing Assistant*  
Procter & Gamble, Rome

## INSTITUTIONAL AND SERVICE ACTIVITIES

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- 2020-  
present         Program Coordinator of the Master's in Marketing and Communication (MiMeC),  
Bocconi University
- 2023-  
present         Marketing Department delegate for ANVUR accreditation
- 2021-  
present         Member of Comitato CdS – MSc Marketing Management
- 2019-  
present         Theses advisor for BSc, MSc and 1-year master students  
Active thesis advisor with open weekly office hours
- 2019-  
present         Institutional seminars/workshops for student orientation activities for high school  
prospects and coordination with the Bocconi student orientation office
- 2022-  
present         Moderator for Bocconi students' associations events related to digital  
communication, luxury, design and arts marketing
- 2020-  
2022             Presenter of Media Experience seminars with professionals in media  
communication (Ita and Eng) for graduate school programs

2012-present	Tutor of graduate students' groups for company contests (e.g., P&G CEO Challenge, L'Oréal Brandstorm, Unilever Future Leaders' League, Henkel Innovation Challenge) and Faculty Advisor for field projects (e.g., Loro Piana)
2014-2020	Assistant of MiMeC Direction, Bocconi University

## **PUBLICATIONS**

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### **Published and working papers in International Peer-reviewed Journals**

- Prestini, S. and Sebastiani R. (2021) Embracing consumer ambivalence in the luxury shopping experience. *Journal of Consumer Behaviour*, 1– 26.
- Visentin, M., Tuan, A.M. and Prestini, S. (2021) Love or hate? Analyzing the intention to maintain or diminish the hotel-OTA digital service relationship. *Industrial Marketing Management*, 28– 40.
- Scarpi, D., Pizzi, G. and Prestini, S. (2020). Dub or sub: effects of dubbing versus subtitling on TV advertising efficacy. *Italian Journal of Marketing*, 189-206.
- Prestini, S., Scarpi, D and Devereux, L. The efficacy of same- and different-gender depictions in advertising. (*work-in-progress*)

### **Chapters published in Referred International Books**

- Prestini, S., Borghini, S. and Carù, A. (2023) Embracing diversity and body positivity: the role of marketing in fashion markets and culture, in Ekström, Karin M. (Ed.) *Marketing fashion: critical perspectives on the power of fashion in contemporary culture* (pp. 59-76). Routledge.
- Pecoraro, F., Turrini, A., Volpe, M., Prestini, S. and Stanta, M.M. (2023) Digital fundraising in the Arts, in Pecoraro, F., Turrini, A., Volpe, M (Eds.) *Fundraising for the arts* (pp. 244-262). Bocconi University Press.
- Colm, L. and Prestini, S. (2021) Innovating Luxury Service Experiences through E-Servicescapes. In Mosca, F., Casalegno, C. and Gallo, R. (Eds.) *Developing Successful Global Strategies for Marketing Luxury Brands* (pp. 119-138). IGI Global.
- Kottasz, R. and Prestini, S. (2021). Segmenting for arts marketing: the mistake of adopting useless criteria. In Addis, M. and Rurale, A. (Eds.) *Managing the Cultural Business: Avoiding Mistakes, Finding Success* (pp. 244-280). Routledge.
- Rurale, A. and Prestini, S. (2020). Trussardi Art and Fashion: a long distance relationship? In Turrini A. and M. Massi (Eds.), *The art of fashion synergies, contaminations, and hybridizations between fashion brands and art* (pp. 63-87). Palgrave Macmillan.

### **Articles published in Management Magazines**

- Colm L. and Prestini S. (2024). Il nuovo paradigma commerciale del Social Trade Marketing. *Harvard Business Review – Italia*, (February), 104-105.
- Golfetto, F. and Prestini, S. (2019). The four rules of the influencer. *Via Sarfatti* 25, 10 (October), 26-27.

### **Cases published in The Case Centre**

- Mion Dalle Carbonare, P., Prestini, S. and Rurale, A. (2019) *In the eyes of the art beholder: the case of Villa Necchi Campiglio*. The Case Centre.

## PRESENTATIONS AT NATIONAL AND INTERNATIONAL CONFERENCES

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- Colm, L. and Prestini S. *Servizi ed esperienze per la smart city: il caso Open Stage* presented at the XX° SIM Conference “Marketing per il benessere e la cura”, Università degli Studi di Firenze, 20 - 21 October 2023.
- Prestini, S., Giambastiani, G. and Nanni, A. *Less is more in FMCG packaging? Consumer reactions on overpack elimination*, presented at the XVIII° SIM Conference “Digital transformation in markets: Marketing in the value creation for companies and society”, Università Politecnica delle Marche (Ancona), 14-15 October 2021.
- Prestini, S. and Scarpi, D. *The Efficacy of Same- and Different- Gender Depictions in Advertising*, presented at the XVI° SIM Conference “Marketing 4.0: the challenges of multichannel”, Università Cattolica del Sacro Cuore (Piacenza), 24-25 October 2019.
- Prestini, S. and Sebastiani, R. *Consumer ambivalence in ethical consumption*, presented at the 16th International Research Symposium on Advancing Service Research and Practice, CTF - Service Research Center in Karlstad University, 10-13 June 2019.
- Prestini, S. and Sebastiani, R. *Consumer Ambivalence in Ethical Intention-Behavior Process*, presented at the XV° SIM Conference “Identity pathways in marketing”, Università degli Studi di Bari, 18-19 October 2018.
- Prestini, S. and Sebastiani, R. *Consumer ambivalence in luxury personal selling: the sales assistant side*, presented at the XIV° SIM Conference "Successful marketing: companies, institutions and people", Università degli Studi di Bergamo, 26-27 October 2017.
- Prestini, S. and Sebastiani, R. *Consumer ambivalence in luxury shopping experience*, presented at the XIII° SIM Conference "Marketing & Retail in changing markets", Università degli Studi di Cassino e del Lazio Meridionale, 20-21 October 2016.
- Borghini, S., Prestini, S. and Zanette, M.C. *Mothers or beauty-queens: girls in the Magiki world and female stereotypes*, presented at the CCT (Consumer Culture Theory) Conference "Vive la révolution!", University of Lille, 6-9 July 2016.
- Borghini, S., Prestini, S. and Zanette, M.C. *Mothers or beauty-queens: girls in the Magiki world and female stereotypes*, presented at the XII SIM Conference "Urban Marketing", Università di Torino, 22-23 October 2015.

## GRANTS AND AWARDS

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### **Best Paper in National and International Conferences**

- Prestini S., Giambastiani G. and Nanni A. (2021). Best research paper: “Less is more in FMCG packaging? Consumer reactions on overpack elimination” for the Sustainable Marketing session at the XVIII° SIM Conference, Università Politecnica delle Marche (Ancona), 14-15 October 2021.

### **Education Awards**

- Research and Teaching Fellowship, Bocconi University, 2012-2014