

# Simona Sinesi

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SENIOR EXECUTIVE FELLOW

**Sustainability**

**SIMONA.SINESI@SDABOCCONI.IT**

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## Biography

Simona Sinesi is a Senior Executive Fellow in Sustainability at SDA Bocconi School of Management.

She is a Professor of Social Innovation at the University of Tor Vergata, as well as Marketing at the Catholic University of Milan and LUMSA University in Rome and Palermo.

With over 25 years of experience, she has worked for 16 years in the Global Marketing Teams of Coca-Cola, Unilever, Barilla, and Sony. In 2014, she decided to shift towards the realms of impact and social innovation, founding NEVER GIVE UP, a non-profit organization that has transformed the narrative around eating disorders, the leading cause of death by disease among 12 to 25-year-olds in Italy.

She collaborates with Nobel Laureate Muhammad Yunus – founder of Grameen Bank – with the goal of spreading Yunus Centers – centers for social business training, research, incubation and acceleration – around the world. Simona serves as an Advisor and Mentor in the areas of strategic marketing and social innovation. For the past four years, she has been a member of the task forces for G20 Brazil 2024, G20 India 2023, Indonesia 2022 and Italy 2021. Since 2018, she has been included in the list of Unstoppable Women by Startup Italia. Ashoka, the world's largest network of social entrepreneurs, has granted her a fellowship. She collaborates with FAO on the World Food Forum program. She is the author of the book 'Social Impact in your hands®', which features a preface by Muhammad Yunus.

Simona holds a degree in Economics from the University of Bari, a Master's in Marketing & Commerce from the Catholic University of Milan, and an Executive MBA from LUMSA University. She is a TEDx Speaker, TEDx Curator, and TEDx Licensee.

## Teaching domains

Collaborative Partnership

Measuring Public Value and Impact

Social Innovation Design

Stakeholder Management

Strategy and Public Policy

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## PRACTICE-ORIENTED BOOKS

SINESI S.

**Social Impact in your Hands: How to build a Startup that combines Business with Impact**

Bocconi University Press – BUP, Milano, Italy, 2024

SINESI S.

**Social Impact in your Hands®. Guida Completa per Start-Up a Impatto Sociale**

Hoepli, Italy, 2023

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