

Federico Vescovi

EXECUTIVE FELLOW

Marketing Management

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Biography

Federico Vescovi is Executive Fellow in Marketing at SDA Bocconi School of Management.

He is an executive with over 25 year of experience in Fast Moving Consumer Goods and Food and Beverage industries; Federico is currently C-Suite Advisor in privately owned and listed Companies, both Italian and international.

Federico has developed a wide international experience in Europe, Middle East and Asia, holding leadership positions in multinational companies, both listed and privately owned, with experience spanning in General Management, Marketing, Innovation, Route to Market and Finance and Accounting. He built and led organization in developing and implementing business models to penetrate new markets and product categories, especially in Asia and Middle East.

He is a strong advocate of the power of DEI combined with operational discipline as a foundation for organizations to develop capabilities to drive innovation and new business models, which should be scalable internationally and financially viable, bringing companies and their people to increasing level of performance.

Teaching domains

Strategic Brand Management

New Product Development

New Business Models

Market Strategy & Competition

Customer-Centric Innovation
