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LECTURER

**Operations & Supply Chain Management**

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# Biography

Vittoria Veronesi is a Lecturer in Operations and Technology at SDA Bocconi School of Management. She is an Adjunct Professor of Technology, Innovation and Operations Management and Business Strategy in Creative Industries at Università Bocconi.

At SDA Bocconi, she is the Director of the Master of Management in Food and Beverage, Director of the Eni Program for Management Development and Director of the Altagamma Academy. She is an Official Faculty Member for MFB (Master of Management in Food & Beverage), MAFED (Master in Fashion Experience and Design), and MBA (Luxury Business Management track). She has conducted numerous research and education projects with companies belonging to the food & beverage and fashion & luxury sectors.

Her research activities focus on supply chain management strategy and design and on operations management. Recently, she has focused her research on studying the factors determining Italian Excellence and the link with those which characterize Operations Excellence in the food and beverage industry.

She is the author of numerous books and articles on her subjects of interest. Her works have been published in *Economia & Management* and *Logistica & Management*, among others. She works with the research center CRITOM (Center for Research into Innovation, Technology and Operations Management) of the Istituto di Economia e Gestione delle Imprese and with SPACE (Centro Europeo per gli Studi sulla Protezione Aziendale). She has been a member of the Board of Directors of Zeroquattro Logistica S.r.l., a company which offers integrated logistics services to the fresh food market. In July 2015, she attended GloColl, the Global Colloquium on participant-centered learning, at Harvard Business School.

Vittoria earned a degree in Civil Engineering from the Università degli Studi di Brescia, a Master in Economics and Environmental Management from Università Bocconi and a Ph.D. in Logistics and Supply Chain Management from the Università di Bergamo, in collaboration with the Massachusetts Institute of Technology (MIT, Boston) and the Zaragoza Logistic Centre (Spain).

## Teaching domains

Supply Chain Management

Operations

Distribution Management

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## ARTICLES IN SCHOLARLY JOURNALS

VERONESI V., PIROTTI G. B., DE ANGELIS CORVI E.

**Strategie di successo per l'agroalimentare**

*Economia & Management*, 2021, no. 3, pp.40-43

VERONESI V.

**Quale supply chain**

*Economia & Management*, 2018, no. 4, pp.31-34

BAGLIERI E., VERONESI V., SECCHI R.

**La liberalizzazione della distribuzione dei farmaci da banco**

Economia & Management, 2007, no. 4, pp.15-21

GALLMANN F., VERONESI V., ZAMBONI S.

**Operations & innovation management: alcuni casi di successo**

Economia & Management, 2007, no. 3, pp.45-52

VERONESI V.

**L'istituzione della banca dati centrale**

Economia & Management, 2005, no. 3, pp.50-52

SECCHI R., VERONESI V.

**Nuovi scenari nella filiera del farmaco. I trend che stanno riconfigurando la filiera**

Economia & Management, 2005, no. 3, pp.46-47

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## RESEARCH MONOGRAPHS

BETTUCCI M., SECCHI R., VERONESI V.

**Competere con la logistica. Esperienze innovative nella supply chain alimentare**

Egea, Milano, Italy, 2009

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## PRACTICE-ORIENTED BOOKS

BAGLIERI E., VERONESI V., ZAMBONI S., MERLINI L.

**Dieci regole per innovare. Casi di successo dal progetto Best Innovation Award**

Egea, Milano, Italy, 2009

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

VERONESI V.

**La supply chain nel settore alimentare** in *Smart City. L'evoluzione di un'idea*

G. F. Ferrari(Ed), Mimesis Edizioni, chap. 6, pp.603-626, 2020

SECCHI R., VERONESI V.

**Granarolo** in *Supply chain management e made in Italy*

R. Secchi (Eds),Egea, pp.115-134, 2012

VERONESI V., SECCHI R.

**Lavazza** in *Supply chain management e made in Italy*

R. Secchi (Eds),Egea, pp.135-152, 2012

GALLMANN F., VERONESI V.

**Loro Piana** in *Supply Chain Management e Made in Italy*

R. Secchi (Eds),Egea, chap. 10, pp.205-222, 2012

VERONESI V., SECCHI R.

**Luxottica** in *Supply chain management e made in Italy*

R. Secchi (Eds),Egea, pp.223-240, 2012

VERONESI V., SECCHI R.

**Piquadro** in *Supply chain management e made in Italy*

R. Secchi (Eds), Egea, pp.241-252, 2012

DELLANTONIO M., VERONESI V., ZAMBONI S.

**L'acquisto dei servizi di facility management** in *Acquistare prodotti e servizi. Processi, logiche e soluzioni gestionali*

Giuseppe Stabilini (Eds), Etas Libri, 2005

VERONESI V., RUSSO A.

**Il recupero dell'alluminio** in *I mercati del recupero. Un'analisi di sistema*

S. Pogutz, A. Tencati (Eds), Maggioli Editore, pp.37-52, 2003

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## CASES IN INTERNATIONAL CASE COLLECTIONS

VERONESI V.

**Redesigning the Lavazza Logistics Network**

2019, The Case Centre, Great Britain

FIORILLO V., VERONESI V.

**A second life for off-shore platforms: the ENI case**

2013, The Case Centre, Great Britain

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## PROCEEDINGS/PRESENTATIONS

VERONESI V.

**Managing Fashion Products' Exclusivity and Availability: a SCM Perspective, Book of Proceedings**

*5th Annual International Workshop on Luxury Retail, Operations and Supply Chain Management - May 25-27 2015, Milano, Italy*

VERONESI V., ZAMBONI S.

**The Italian approach to the Facility Management: results of a field research**

*Services Sciences, Management and Engineering Conference - Education for the 21st Century - October 5-7 2006, New York, United States of America*

SECCHI R., VERONESI V.

**The Adoption of Collaborative Practices: A Survey on the Pharmaceutical Supply Chain**

*22th Industrial Marketing and Purchasing Group Conference 'Opening the network' - September 7-9 2006, Milano, Italy*

VERALDI S., VERONESI V., VOLTA M.

**Traffic emission abatement strategies: Brescia metropolitan area cases study**

*Automation and Decision-Making, 2000, Milano, Italy*

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## RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

VERONESI V., PIROTTI G. B.

**Italian Excellence nel food & beverage: Come costruire meraviglia**

2019, *Economia & Management Plus*, Milano, Italy

VERONESI V.

**Igor: dal borgo natio al villaggio globale**

2016, Economia & Management Plus, Milano, Italy

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