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SENIOR LECTURER

**Innovation**

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# Biography

Davide Reina is a Senior Lecturer in Marketing at SDA Bocconi School of Management, Milan, and SDA Bocconi Asia Center, Mumbai.

His main areas of interest are: innovation, customer centricity, new business models, strategic marketing. The industries he mostly focuses on are: circular economy, B2B, automotive and retail.

At SDA Bocconi he is responsible for the Value Delivery Program at the EMBAWE (Executive MBA Week-end) and is in charge of the marketing program for the Full-time MBA at the SDA Bocconi Asia Center. Furthermore, he teaches the marketing module of MISA (Master in Entrepreneurship and Business Strategy) and Master FIFA (International Master of Sport Management), and he is responsible for the Retail Module of the MAFED (Master in Fashion, Experience and Design).

Over the years, he has managed and taught several workshops, executive courses and consulting projects in Europe, the US and China, for multinational companies operating in the energy and automotive sectors such as: Prysmian, ABB, Pirelli. Davide won the prize as best teacher of all MBA programs in 2010, and the prize as best professor of all executive courses in 2012.

He has written five books, several articles, and is currently writing about the topic of innovation and development for Corriere Innovazione (Corriere della Sera) and Il Sole 24 Ore.

From 1995 until 2006 he worked as a manager and director of multinationals, in Europe and China.

He is a member of the boards of directors in several Italian companies, and a strategy advisor of some major international corporations

Davide earned a degree magna cum laude in Business Administration from Università Bocconi, and a Full Time International MBA from Vlerick Business School in Belgium.

He speaks and writes fluently in both English and French. He is a passionate traveler and runner. He lives in Milan, is married and has a daughter.

## Teaching domains

New Business Models

Circular Economy

Customer-Centric Innovation

Market Strategy & Competition

Energy Transition

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## RESEARCH MONOGRAPHS

JARACH D., REINA D.

**Il Marketing ai tempi del Coronavirus: Istruzioni per l'uso**

Egea, Milano, Italy, 2020

JARACH D., REINA D.

**Marketing 2020**

Egea, Milano, Italy, 2017

REINA D.

**La grande deflazione: cosa fare? Come uscirne?**

Adagio EBook, Italy, 2014

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## PRACTICE-ORIENTED BOOKS

REINA D.

**EST MODUS IN REBUS. La saggezza dei proverbi, per imprenditori e manager**

Hoepli, , 2017

REINA D., VIANELLO S.

**GreenWebEconomics**

Egea, Milano, Italy, 2011

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

REINA D.

**IOT e innovazione di prodotto nel B2B: la predictive maintenance** in *Marketing digitale. Paradigmi e strumenti*

C. Guerini F. Fornaciari(Ed), Franco Angeli, 2020

REINA D.

**La marketing strategy, nel nuovo scenario del digital manufacturing** in *Digitale e manifatturiero. Impatti, prospettive e stato dell'arte per le aziende italiane*

G.Salviotti, S.Meregalli(Ed), Egea, pp.59-68, 2017

CARÙ A., REINA D., VIANELLO S.

**Green Marketing** in *M@rketiing Management*

E. Valdani (Eds),Egea, pp.313-328, 2011

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## ARTICLES IN NATIONAL/INTERNATIONAL NEWSPAPERS

REINA D.

**Dall'Airbus A380 al pacemaker: le tecnologie occulte più importanti che ci salvano la vita**

Corriere Innovazione, 2020

REINA D., CUSUMANO N., VECCHI V.

**Intervento. Milano, sviluppare una nuova industrializzazione per attrarre investimenti ad alto valore aggiunto**

Edilizia e Territorio - Il Sole 24 ore, 15 June, 2020

REINA D.

**La nuova era delle macchine**

Corriere Innovazione, 2020

REINA D.

**La trappola dell'efficienza**

Corriere Innovazione, 2020

REINA D.

**Le innovazioni invisibili**

Corriere Innovazione, 2020

VECCHI V., CUSUMANO N., REINA D.

**Obiettivo «Milano aperta»: ecco perché sarà rilevante il vantaggio competitivo**

Edilizia e Territorio - Il Sole 24 ore, 26 May, 2020

REINA D.

**L'icaro digitale**

Corriere Innovazione, 2019

REINA D.

**C'è un giardino che genera plastica**

Corriere Innovazione, 2018

REINA D.

**Dal soldato al super-operaio**

Corriere Innovazione, 2018

REINA D.

**Il mattone intelligente**

Corriere Innovazione, 2018

REINA D.

**L'innovazione che imita la natura**

Corriere Innovazione, 2018

REINA D.

**La Nuova Via della Seta**

Corriere Innovazione, 2018

REINA D.

**La grande onda**

Corriere Innovazione, 2018

REINA D.

**La guerra delle batterie**

Corriere Innovazione, 2018

REINA D.

**L'agricoltura di precisione. Non più sudore, ma droni**

Corriere Innovazione, 2018

REINA D.

**Milano, Novembre 2030**

Corriere Innovazione, 2018

REINA D.

**Via col vento, grazie a 90.000 Terawatts**

Corriere Innovazione, 2018

REINA D.

**Corrente continua. La rivincita di Edison**

Corriere Innovazione, 2017

REINA D.

**C'è una legge di Moore nei pannelli fotovoltaici**

Corriere Innovazione, 2017

REINA D.

**Se la Model T avesse avuto Google Maps**

Corriere Innovazione, 2017

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## CASES IN INTERNATIONAL CASE COLLECTIONS

ANTONELLI L., REINA D.

**Scaling up the New Format of the UEFA Women's Champions League**

2020, The Case Centre, Great Britain

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## OTHER

REINA D.

**La On Demand Economy e il Proximity Marketing**

2016, Ideas of Management, Milano, Italy

REINA D.

**Economics of Singularities & Marketing of Uniqueness**

2016, Ideas of Management, Milano, Italy

REINA D.

**Using & Sharing Marketing**

2015, Ideas of Management, Milano, Italy

REINA D.

**Il verde vince quando non ha prezzi premium**

2012, Via Sarfatti 25, Italy

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## OTHER IN JOURNALS

REINA D.

**Retail Horizons**

2011, Detail On Retail, Denmark

REINA D., CARÙ A., VIANELLO S.

**Green Marketing**

2010, Economia & Management

REINA D., VIANELLO S.

**Green: addio al consumatore. L'utilizzo soppianta il consumo, la scarsità vale più dell'abbondanza**

2010, Il Mondo, Italy

REINA D.

**Architettura e Marketing per creare valore nel retail**

2008, Mark Up

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