
ASSOCIATE PROFESSOR OF PRACTICE

Sales

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Biography

Marco Aurelio Sisti is an Associate Professor of Practice of Marketing and Sales at SDA Bocconi School of Management and Adjunct Professor at Università Bocconi.

At SDA Bocconi, he is the Director of the EMMS/International Executive Master in Marketing & Sales in partnership with Esade Business School, Barcelona. He teaches and directs many executive programs (open programs, custom programs, master MBA and specialist). He co-founded the Commercial Excellence Lab of SDA Bocconi, a research and innovation laboratory on commercial topics developed in partnership with leading international companies. He has been responsible for custom executive education programs for marketing & sales topics and the director of the International Channel & Retail Academy.

He has broad and deep experience in both executive education and consulting projects in cross-cutting sectors including automotive, industrial manufacturing and service, fashion & design, FMCG, telecommunications and healthcare.

His areas of expertise include marketing and sales management, with a special focus on commercial excellence, marketing strategy and planning, digital sales transformation, CRM, value and customer management, global & key account management, sales planning and sales force design management, channel & retail management.

He is the author of several books and articles on his topics of interest. Recently he has published: *Gestire le Vendite – L'eccellenza nel Sales Management* (2020 and 2015); *Marketing & Sales Excellence* (Egea 2014); *Sales Management – A multinational perspective* (2010 Palgrave MacMillan), *Commercial Excellence – Tra arte e scienza* (2017) in *Economia & Management*.

He has recently carried out research together with CEL Lab, regarding frontier topics in sales: DCT – Digital Commercial Transformation, SCM – Sales Content Management. He has taught marketing and sales management at the Universidad Autonoma de Barcelona and the Universidad Federico Santa María in Santiago (Chile). He has been a Visiting Professor at the Kuopio University (Finland) and a member of the AKAM Association for Key Account Management. From 2007 to 2015 he held the chair of Marketing at LUM University of Casamassima.

He has won many awards for excellence in teaching and program directing (2015, 2011 and 2007) at SDA Bocconi.

Marco earned a degree from Università Bocconi and an ITP (International Teachers Programme) from the IMD in Lausanne. He is really passionate about photography, nature trips and hiking/mtb tours and winter/water sports (e.g. sailing, windsurfing and surfing). He has practiced water sports at a competitive level for several years.

Teaching domains

Sales Management

B2B Marketing

Channel Management

CRM

Customer-Centric Digital Strategies

ARTICLES IN SCHOLARLY JOURNALS

GUENZI P., SISTI M. A.

Le 7S della sales transformation

Economia & Management, 2017, no. 1, pp.36-44

SISTI M. A.

Formazione e ricerca internazionale sul channel marketing & retail management

Economia & Management, 2011, no. 4, pp.46-47

SISTI M. A.

Key Account Management: la gestione della clientela strategica nella prospettiva relazionale

Micro & Macro Marketing, 2004, vol.2, pp.275-296

EDITED BOOKS

SISTI M. A., GUENZI P., CAIOZZO P. (EDS.)

Gestire le vendite. L'eccellenza nel sales management. II edizione

Egea, Milano, Italy, 2020

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

SISTI M. A.

La centralità del cliente nell'era digitale: nuove sfide per la forza commerciale in *Marketing. Una disciplina fantastica. Omaggio a Enrico Valdani*

B. Busacca, M. Costabile(Ed), Egea, pp.473-484, 2018

SISTI M. A.

Designing and implementing a key account management strategy in *Sales Management: A Multinational Perspective*

P. Guenzi, S. Geiger(Ed), Palgrave Macmillan, pp.71-96, 2011

GELOSA E., GROAZ G., SISTI M. A.

L'eccellenza nel channel & retail management in IBM in *Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo*

F.Ancarani (Eds),Egea, pp.163-168, 2011

CHIEPPA R., SISTI M. A.

L'eccellenza nel channel & retail management in Prenatal in *Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo*

F.Ancarani (Eds),Egea, pp.172-180, 2011

SISTI M. A.

Il piano di marketing in *Marketing e fiducia*

S. Castaldo(Ed), Il Mulino, 2009

OTHER

SISTI M. A.

The evolution of the sales function in the transformation of B2B

