

# Piero Almiento

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FELLOW

**Marketing Management**

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## Biography

Piero Almiento has been teaching Marketing Management at SDA Bocconi since 2006.

He is Director of the Online Programs "Sport Marketing & Sponsorship", "Real Estate Marketing" and "Digital Real Estate". Since the first edition, he has been responsible for the marketing and sales module of the "General Management of Small and Medium Enterprises" course, a program that saw him among the creators. He is the reference teacher for the marketing area in Tourism Management and Hospitality courses as well as in those dealing with SMEs, Real Estate and Sport Management. He was lecturer and mentor of "Speed Mi Up", an incubator of Bocconi University and now plays the same role for "B4i - Bocconi for Innovation", the accelerator of Bocconi University dedicated to innovative startups.

His research activities focus on competitive advantage and the creation of value that can be achieved with the application of the strategic marketing approach in the development of a business. Among the numerous themes deriving from this approach, he focuses his attention in particular on the importance of linking the different phases of a marketing planning (analysis, strategy, execution and control), on customer centricity in designing the processes and organization of the company and the opportunities offered by the synergies between marketing and digital transformation. Making use of his professional experience, first as a manager and now as a consultant for many important companies, in teaching activities he seeks the balance between theoretical solidity and pragmatism required by the market.

In his professional activity, the numerous interventions in the real estate field place him as the main national reference for marketing in real estate. In the tourism sector, he was among the protagonists of the introduction of the internet in the sector with the tour operator Orizzonti, the first to make it possible to purchase a tourist service online in Italy through a credit card, an activity that helped him to be included among the national finalists of the "Marketing Man of the Year" award (1999), assigned by "ADICO" and "Valdani Vicari & Associati". In sport management, he held the role of marketing advisor to the Italian Golf Federation and was among the creators of the "Varese nel cuore" consortium, a shared ownership model that allowed the economic sustainability of Varese Basketball, which was later adopted by other sports clubs. In the field of SMEs, he has carried out managerial activities in very different sectors: Hospitality, Eyewear, Electrical Supplies, Underwear, Accessories, Publishing, Cosmetics, Software, Wellness, Medical Products, Food Product, Sport Industry and Catering.

He is the author of numerous popular articles on SMEs, Real Estate, Sport Management and Tourism Marketing. On the same topics, he organizes and participates, as moderator or speaker, in numerous conferences and workshops. He is often a guest of television programs in thematic programs on management. It is continuously present on the schedule of "Quotidiano Immobiliare", the most important network and information body of the Italian real estate world, where it hosts a series of broadcasts entitled "Marketing &

Real Estate".

He graduated in Economics and Commerce from the University of Cagliari and specialized in marketing and sales management through a course of executive courses at SDA Bocconi. From 2013 to 2018, he was the creator and developer of "Adopt a brain", a financing project for the development of multimedia in the Liceo Classico Beccaria, the oldest in Milan and the school of his two children.

## Teaching domains

Market Strategy & Competition

SME Marketing

Digital Communication

Marketing & Sales Integration

Sales Management

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## PRACTICE-ORIENTED BOOKS

ALMIENTO P.

**Marketing immobiliare II Ed. Metodi e strumenti per il real estate nell'era digitale**

Egea, Milano, Italy, 2022

ALMIENTO P. S.

**Marketing immobiliare. Metodi e strumenti per il successo nel real estate**

Egea, Milano, Italy, 2018

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## RESEARCH REPORTS

ALMIENTO P.

**Metamorfosi Urbana dei Centri Sportivi**

2021, SDA Bocconi, Milano, Italy

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