

Carlo Alberto Carnevale Maffè

Innovation

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Curriculum Vitae

Carlo Alberto Carnevale Maffè is Associate Professor of Practice of Strategy and Entrepreneurship at SDA Bocconi School of Management.

At Bocconi, he has been teaching in executive programs with leading international business schools (Wharton School – University of Pennsylvania, Stern School of Business – New York University, HEC Paris, Steinbeis University Berlin, International Management Institute New Delhi, Athens University of Economics, etc.) and in undergraduate and post-graduate courses (Business Strategy, Management Consulting). He has been coordinator of Master in Strategy and executive program in “Competitive Intelligence”, faculty member of Master in Business Administration and Master in Fashion, Experience & Design. He conducts research projects and executive education programs for many international corporations.

His research activity is focused on four key topics (competitive intelligence, non-competitive strategies, international strategies and strategies of technological innovation) applied to diverse industries (technology, financial institutions, media, telecommunications, luxury goods, etc.).

Author of many essays, books and articles, his works have been published in various journals and reviews, such as *Long Range Planning*, *Harvard Business Review Italia*, *Economia & Management*. He has been Visiting Lecturer at Columbia Graduate School of Business – New York. He has received the “Teaching Award” from SDA Bocconi. He is author and co-author of many publications on business cases such as Google, Facebook, Groupon, Telecom Italia, BMW-Mini, Tod’s, Geox, Reply, Banca Mediolanum. He has been reviewer and member of scientific committee of reviews and journals. He is regular contributor with economic op-ed and comments for international press and TVs, and coordinator of programs for radio broadcaster *Radio24 – Il Sole 24 Ore*. He is chairman at workshops of *Aspen Institute Italia*. He serves as independent director, member of the board

and strategy adviser for venture capital funds and many international corporations and financial institutions, some of which listed on the stock exchange. He collaborates with CEFRIEL Research Center on digital ecosystems. He is member of ABI-Lab Committee for research on innovation in financial services and ANIE Confindustria scientific committee for research on "Industry 4.0". He has been member of Strategic Management Society and Society of Competitive Intelligence Professionals, and Best Paper Nominee at Academy of Management. He has served in the Steering Committee E-Business Policies of European Commission – DG Enterprise.

Carlo Alberto holds a Master *cum laude* in International Economics and Management at SDA Bocconi and a Degree *cum laude* in Political Science (Methodologies for Social Research) from University of Milan.

Publications

Books

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