

# David Jarach

## MARKETING

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SENIOR LECTURER

Marketing Management

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## Biography

David Jarach is a Senior Lecturer in Marketing and Sales at SDA Bocconi School of Management. He is also a lecturer in Marketing and Marketing of Transport Services at Bocconi University. His collaboration with SDA Bocconi began in 1995. Since then, he has conducted and coordinated hundreds of initiatives focused on marketing, with a specific emphasis on Pricing and Customer Value Management.

David is responsible for the Pricing courses in the Full-Time MBA and the Executive Master in Marketing and Sales (EMMS). He has coordinated numerous marketing workshops and provided management consultancy services in Europe, the Americas, and Asia with companies in the energy, ophthalmic, engineering, professional services, pharma, biomedical, aerospace, airline & airport, travel retail, and automotive sectors, particularly regarding pricing decisions.

His research focuses on airline and aerospace marketing, strategic marketing, customer value management, and pricing. Currently, he is concentrating on advanced price management processes, predictive analysis, and AI for pricing and marketing decisions.

He is the author of 7 books (in Italian, English, and Chinese), published by EGEA and Routledge. He has also published numerous essays and articles, all related to airline management. His latest publication is "Il Marketing ai tempi del coronavirus," edited by EGEA in May 2020. His works have been published in prominent journals such as the Journal of Air Transport Management, Journal of Airport Management, Journal of Air Transportation, and Journal of Aviation Security. He has been a member of the editorial board of the Journal of Air Transportation, Journal of Aviation Security, and Journal of Innovative Marketing. For twenty-five years, he has been a management consultant for aviation-related topics and B2B pricing processes, recognized as one of the leading global experts in these fields. He has been a Visiting Professor at the Aerospace MBA of Toulouse Business School, ESIC in Madrid, and Visiting at the Aviation MBA of Donau University (Krems).

David earned a Master's degree in Business Economics from Bocconi University.

## Teaching domains

Pricing and Revenue Management

B2B Marketing

Customer-based Revenue Models

Service Marketing

## Latest publications

JARACH D.

Pricing Strategico: Trasformare il prezzo in vantaggio competitivo

Egea, Milano, Italy, 2025

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

JARACH D.

Nuove tendenze del marketing in *Marketing @ Bocconi. Progettare e trasferire valore al cliente*

E. Valdani(Ed), Egea, 2016

JARACH D.

Airport retail reengineering: la conquista del valore economico per l'impresa-aeroporto

Economia & Management, 2012, no. 3, pp.62-63

JARACH D.

L' Impresa Aeroporto - Il marketing come leva competitiva

Egea, Italy, 2012

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