

Davide Reina

Marketing Management

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Curriculum Vitae

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

His main areas of interest are: strategic marketing, innovation, customer centricity. The industries he is mostly focusing on are: B2B, automotive, retail and luxury.

At SDA Bocconi he is responsible for the Value Delivery Programme at the EMBAWE (Executive MBA Week-end) and is in charge of the marketing programme for the Full-time MBA at the SDA Bocconi Asia Center. Furthermore, he is teaching 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 at the MAFED (Master in Fashion, Experience and Design).

Over years, he managed and taught several workshops, executive courses and consulting projects in Europe, US and China, for multinational companies operating in B2B, automotive and luxury, such as Prysmian, Fiat Industrial, Technogym. Davide won the prize as best teacher of all MBA programmes in 2010, and the prize as best professor of all executive courses in 2012.

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

He has written five books, numerous articles, and is writing about the topic of innovation for Corriere Innovazione (Corriere della Sera). From 1995 until 2006 he worked as a manager and director of multinationals, in Europe and China.

Davide earned a Degree magna *cum laude* in Business Administration from Bocconi University, 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.

Publications

Books

- D. Reina, "Marketing Strategies in the New Scenario of Digital Manufacturing", in: "Digital Manufacturing", by G. Salviotti, EGEA, October 2017
- D. Reina, "EST MODUS IN REBUS. The wisdom of proverbs, for entrepreneurs and managers", HOEPLI, October 2017
- D. Jarach, D. Reina, "Marketing 2020", EGEA, January 2017
- D. Reina, "The Great Deflation", Adagio, 2014
- D. Reina, "For a Fair Economics", LINDAU, 2013
- A. Carù, D. Reina, S. Vianello, "Green Marketing", in: "Marketing Management", E. Valdani e AA.VV., EGEA, 2011
- Reina D., Vianello S., "GreenWebEconomics. The New frontier", EGEA, 2011

Articles

- "La guerra delle batterie", Corriere Innovazione, 21 dicembre 2018
- "Milano, Novembre 2030", Corriere Innovazione, 30 novembre 2018
- "Il mattone intelligente", Corriere Innovazione, 26 ottobre 2018
- "C'è un giardino che genera plastica", Corriere Innovazione, 28 settembre 2018
- "L'agricoltura di precisione. Non più sudore, ma droni", Corriere Innovazione, 27 luglio 2018
- "Dal soldato al super-operaio", Corriere Innovazione, 29 giugno 2018
- "La Nuova Via della Seta", Corriere Innovazione, 25 maggio 2018
- "La grande onda", Corriere Innovazione, 27 aprile 2018
- "Via col vento, grazie a 90.000 Terawatts", Corriere Innovazione, 30 marzo 2018
- "L'innovazione che imita la natura", Corriere Innovazione, 23 febbraio 2018
- "C'è una legge di Moore nei pannelli fotovoltaici", Corriere Innovazione, 1 dicembre 2017
- "Se la Model T avesse avuto Google Maps", Corriere Innovazione, 26 ottobre 2017
- "Corrente continua. La rivincita di Edison", Corriere Innovazione, 29 settembre 2017
- "La On Demand Economy e il Proximity Marketing", Ideas of Management, Febbraio 2016
- "Economics of Singularities & Marketing of Uniqueness", Ideas of Management, n. 8 (2016)
- "Using & Sharing Marketing", Ideas of Management, Novembre 2015
- "Il verde vince quando non ha prezzi premium", Via Sarfatti25, 15 giugno 2012
- Reina D., Vianello S., "Green: addio al consumatore. L'utilizzo soppianta il consumo, la scarsità vale più dell'abbondanza", il Mondo/Via Sarfatti, 25, luglio-agosto 2010
- Reina D., "Retail Horizons", Detail on Retail, Denmark, Sept. 2011
- Carù A., Reina D., Vianello S., "Green Marketing", Economia e Management n.4, 2010
- "Architettura e Marketing per creare valore nel retail". Mark Up, Settembre 2008