Davide Reina

MARKETING

ASSOCIATE PROFESSOR OF PRACTICE
Innovation

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Biography

Davide Reina is an Associate Professor of Practice in Marketing at SDA Bocconi School of Management, Milan, and SDA Bocconi Asia Center, Mumbai.

His main areas of interest are: innovation, customer centricity, new business models, strategic marketing. The industries he mostly focuses on are: circular economy, B2B, automotive and retail.

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

Over the years, he has managed and taught several workshops, executive courses and consulting projects in Europe, the US and China, for multinational companies operating in the energy and automotive sectors such as: Prysmian, ABB, Pirelli. Davide won the prize as best teacher of all MBA programs in 2010, and the prize as best professor of all executive courses in 2012.

He has written five books, several articles, and is currently writing about the topic of innovation and development for Corriere Innovazione (Corriere della Sera) and Il Sole 24 Ore.

From 1995 until 2006 he worked as a manager and director of multinationals, in Europe and China.

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

Davide earned a degree magna cum laude in Business Administration from Università Bocconi, 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.

Teaching domains

New Business Models

Circular Economy

Customer-Centric Innovation

Market Strategy & Competition

Energy Transition

Latest publications

JARACH D., REINA D.
Il Marketing ai tempi del Coronavirus: Istruzioni per l'uso
Egea, Milano, Italy, 2020

REINA D.
IOT e innovazione di prodotto nel B2B: la predictive maintenancein *Marketing digitale. Paradigmi e strumenti*
C. Guerini F. Fornaciari(Ed), Franco Angeli, 2020

JARACH D., REINA D.
Marketing 2020
Egea, Milano, Italy, 2017

REINA D.
EST MODUS IN REBUS. La saggezza dei proverbi, per imprenditori e manager
Hoepli, Italy, 2017

REINA D.
La marketing strategy, nel nuovo scenario del digital manufacturingin *Digitale e manifatturiero. Impatti, prospettive e stato dell'arte per le aziende italiane*
G.Salviotti, S.Meregalli(Ed), Egea, pp.59-68, 2017

REINA D.
Per un'economia giusta. (Prefazione di Marco Vitale)
Edizioni Lindau, Italy, 2013