

Fabrizio Zerbini

MARKETING

PROFESSOR OF PRACTICE
Marketing Management

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Biography

Fabrizio Zerbini is a Professor of Practice in Marketing Management at SDA Bocconi, where he serves as the Director of the Marketing Area and the Scientific Director of the lab Mobius for the Future Mobility. His areas of expertise include Customer Experience Management, AI & Digital Marketing Strategy, and Business Ethics.

He has published in international academic journals such as European Management Journal, Journal of Business Ethics, Industrial Marketing Management, Journal of Business Research, as well as Italian academic journals including Economia e Management, Mercati e Competitività, and Finanza Marketing e Produzione. He is a member of the editorial board of Industrial Marketing Management.

As a visiting scholar, Fabrizio has been affiliated with the Carlson School of Management, University of Minnesota, Minneapolis, and the Hebrew University, Jerusalem. He has taught at institutions such as SciencePo, ESCP, Libera Università di Lingue e Comunicazione (IULM) in Milan, and Wien University. Previously, he served as Associate Dean for Undergraduate Studies, Head of the European Department of Marketing, Scientific Director for the Go-to-Market Track, and Scientific Director of the Digital Marketing Certificate at ESCP. He also held the position of Director of the Master in Event and Exhibition Management at Bocconi University.

With experience in consulting and managerial training, Fabrizio has worked with both SMEs and large organizations, including companies like 3M, ABB, Amazon, Brembo, Bongrain, CGT, CNH, Ebay, Ferrero, Fiera Milano International, General Electric, Epta, Intesa SanPaolo, Italcementi, Lidl, Mantrac, Mc Donald's, Mercedes, Q8, Reale Mutua Assicurazioni, Reply, PwC, Shell, Sixt, Sony, Spar, Toyota, Unicredit, Windtre, WPP, and Zanichelli.

He holds a Ph.D. in Management from Bocconi University.

Teaching domains

Channel Management

Omnichannel strategy

B2B Marketing

Customer-Centric Digital Strategies

Market Strategy & Competition

Latest publications

ZERBINI F., SORBINO F., MEDICI B.

La mobilità della Generazione Z negli ambienti urbani: insights dal programma di ricerca 2023-24 di Mobius Lab
Management delle Utilities e delle Infrastrutture, 2024, vol.22, no. 2, pp.60-66

CASTALDO S., ZERBINI F.

I punti chiave della trasformazione digitale del go-to-market
Economia & Management, 2022, no. 4, pp.76-82

CRISTINI G., TROILO G., ZERBINI F.

Le ricerche di marketing a supporto delle decisioni distributive in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed.*

Luca Molteni, Gabriele Troilo (Eds), Egea, chap. 13, 2022

ZERBINI F.

CSR Initiatives as Market Signals: A Review and Research Agenda
Journal of Business Ethics, 2017, vol.146, pp.1-23

ZERBINI F.

Store Relationship Management: modelli di analisi e strumenti applicativi in *Store Management: Il Punto Vendita come Luogo di Customer Experience*

Castaldo S., Mauri C. (Ed), Franco Angeli, chap. 4, pp.133-164, 2017

BORGHINI S., CARÙ A., GOLFETTO F., PACE S., RINALLO D., VISCONTI L., ZERBINI F. (EDS.)

Prodotto, consumatore e politiche di mercato quarant'anni dopo. Scritti in onore di Stefano Podestà
Egea, Milano, Italy, 2012

Grants & Honors

Teaching Award - Università Commerciale Luigi Bocconi , 2020

Research Award - ESCP Europe Business School , 2016

Research Award - ESCP Europe Business School , 2014

Research Award - Università Commerciale Luigi Bocconi , 2011

Best Management Paper - Mercati e Competitività , 2007
