

Gabriele Troilo

MARKETING

ASSOCIATE PROFESSOR

Innovation

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Biography

Gabriele Troilo is an Associate Professor at the Departement of Marketing at Università Bocconi.

Since 1990, he has been a faculty member of SDA Bocconi in the Marketing Area.

From January 2017 to December 2020, he was the Associate Dean for the Open Market and New Business Division and from January 2021 to November 2022 he has been the Associate Dean for SDA Bocconi Online Learning. He has created, directed and taught in several executive programs such as Basic marketing, Strategic marketing, New product development, Creative marketing, Marketing imagination, Marketing research and Management of marketing information systems. He has been teaching various courses in the Master programs of SDA Bocconi for many years. He has conducted numerous research projects, education programs and consulting projects for major multinationals operating in the food & beverage, mechanics and tool machineries, electrical supplies, publishing and clothing industries, on topics such as strategic marketing, customer insight management, idea generation & new product development, design of marketing units and marketing processes.

His research focuses on many subjects related to the organization of marketing activities and processes, such as: Marketing-Sales integration, Marketing knowledge management and market information management; Creativity and innovation management. His current research addresses the impact of big data and AI on marketing capabilities and processes; the impact of market knowledge dimensions on a company's market performance; marketing in creative industries.

He is the author of several books and articles published by national and international publishers and journals. His latest books include Marketing in Creative Industries (Palgrave, 2015). Some of the academic journals which have published his papers are: the Journal of the Academy of Marketing Science, the Journal of Product Innovation Management, Industrial Marketing Management, Psychology & Marketing, the Journal of Business Research, and Economia & Management. He has been a Visiting Professor at Universidad Autónoma de Barcelona (Spain) and at ESCP-EAP Paris (France), and a Visiting Scholar at Cardiff Business School (UK) and Georgia Institute of Technology, Atlanta (USA). He has also been Vice President of EMAC (European Marketing Academy, the largest European association of marketing scholars), where he is now a Fellow. He has received several awards for his excellence in teaching and research at Università Bocconi.

Gabriele earned a degree in Business Administration and a Ph.D. in Business administration from Università Bocconi, and an ITP (International Teachers Program) at London Business School. He loves travelling, tasting good food and beverages, listening to good music, and spending time with friends. In 2010, after years of international volunteering, he founded a nonprofit organization supporting projects for children from disadvantaged families in South America, to which he devotes most of his spare time.

Teaching domains

Customer-Centric Innovation
Market Strategy & Competition
Marketing Management
Management of Creativity
New Product Development

Latest publications

DE LUCA L. M., ROSSI A., SUMAR Z., TROILO G.
Digital transformation in the making: lessons from a large energy company in *The PDMA Handbook of Innovation and New Product Development*
Ludwig Bstieler, Charles H. Noble (Eds), Wiley & Sons, chap. 20, pp.387-405, 2023

BOTTKE T., MANOLATOS D. K., TROILO G.
Do You Really Know The Financial Impacts of Your Digital Transformation?
Harvard Business Review, 20 April, 2023

TROILO G., O'REILLY D.
Digital affordances and artist identity in the musical industry. The case of Imogen Heap in *New Directions in Art, Fashion, and Wine. Sustainability, Digitalization, and Artification*
Annamma Joy (Eds), Rowman and Littlefield Publishers, pp.63-82, 2023

BERTOLI G., CASTALDO S., CILLO P., TROILO G., VERONA G. (EDS.)
Innovazione e Management. Omaggio a Salvio Vicari
Egea, Milano, Italy, 2022

BERTOLI G., CASTALDO S., CILLO P., TROILO G., VERONA G.
L'evoluzione del pensiero scientifico di Salvio Vicari in *Innovazione e Management: Omaggio a Salvio Vicari*
G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona (Eds), Egea, pp.11-24, 2022

MOLTENI L., TROILO G. (EDS.)
Ricerche di marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed.
Egea, Milano, Italy, 2022

Grants & Honors

Best Undergraduate Professor of the Year Award - Università Commerciale Luigi Bocconi , 2019
Best Undergraduate Professor of the Year Award - Università Commerciale Luigi Bocconi , 2017
Excellence in Innovation Award - SDA Bocconi School of Management , 2015
Best Paper of the Year - Journal of Product Innovation Management , 2014
Best Case of the Year - SDA Bocconi School of Management , 2011
Excellence in Research Award - Università Commerciale Luigi Bocconi , 2011
