

Gianmario Verona

Marketing Management

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Curriculum Vitae

Gianmario Verona is Full Professor of the Department of Management and Technology at Bocconi University, of which he is Rector since 2016.

At SDA Bocconi, he has been Director of the Full-Time MBA from 2011 to 2014 and Associate Editor of *Economia & Management* between 2003 and 2016. He conducted numerous workshops, talks and applied research projects, in Europe, Asia and North America on the topics of product innovation, technology strategy and marketing strategy. He has developed specific expertise with companies operating in the digital business, health business and, more broadly, in the consumer business.

His research activities include innovation management, technology strategy, new product development practices and, more recently, corporate entrepreneurship. Currently, he is focusing on the contribution of organizational competences and technologies in face of disruptive change.

He is the author of numerous books and articles on strategy and innovation. His works have been published in all the top management journals (including *The Academy of Management Review*; *the Academy of Management Journal*; *Organization Science*; *Strategic Management Journal*). He is the authors of many books including “Collaborating with Customers to Innovate” (Edward Elgar). At present, he is co-editor of *Strategic Organization* and in the past, he was editorial board member of *Strategic Management Journal* and of *Journal of Management*. He was Visiting Professor for many international Universities, including Tuck School of Business, Innsbruck University and Massachusetts Institute of Technology. He has been the Director of the Ph.D. in Business Administration (2008-2011) and the Dean of the Faculty of Bocconi University (2014-2016).

Gianmario earned a Bachelor with MA in Business Administration and a Ph.D. in Business Administration & Management both from Bocconi University.

Publications

Books

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