

# Marco Bettucci

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## Operations & Supply Chain Management

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## Curriculum Vitae

Marco Bettucci is Lecturer of Operations and Technology at SDA Bocconi School of Management.

At SDA Bocconi, he is responsible of the Executive Program in Operations & Manufacturing Management and of the Production & Technology Club, the community of Operations & Technology Unit. He has undertaken consulting projects in more than 60 companies operating in different industrial sectors.

His research activities focus on operations strategy, on logistics network design, on supply chain planning, on inventory management, on material flow optimization, on supply chain information systems, on performance measurement, on industrial organization and processes reengineering. In the last few years, he has dealt with the issue of multi-channel activities in retail sector.

He is the author of numerous books and articles on the subject. His works have been published in *Sistema & Imprese*, *Economia & Management*, *Logistica e Management* and *International Journal of Engineering, Science and Technology* and author of two books ("Competere con la logistica" and "Omnicanalità"). He is member of the technical and scientific committee of *Logistica* and he is partner of a consultancy company in Milan working in operations, supply chain management and information systems.

Marco earned a Degree in Management Engineering from Politecnico of Milan. He is married with two daughters.

# Publications

## Books

- “Omnicanalità. Come assicurare continuità all’esperienza del cliente”, Bettucci M., D’Amato I., Perego A., Pozzoli E. (2016), EGEA
- “Competere con la logistica”, Bettucci M., Secchi R., Veronesi V. (2009), EGEA
- “Casi a confronto nel farmaceutico e nella distribuzione organizzata” in Gallmann F. (a cura di), Logistica & Servizio (2009), EGEA
- “Conclusioni: evidenze emerse ed implicazioni manageriali” in Gallmann F. (a cura di), Logistica & Servizio (2009), EGEA

## Articles

- “Incontri ravvicinati con l’Omnicanalità”, Economia e Management n. 3-2016
- “Omnicanalità: i Must per le imprese”, Sistema & Imprese 2016
- “Omnicanalità. Come integrare i processi fisici e digitali”, Logistica e Management 2016
- “Need of Project portfolio management and early operations involvement in new project development: a case study from the cosmetics industry” International Journal of Engineering, Science and Technology, 2014
- “Quanto pesa la Supply Chain” Logistica, gennaio 2012
- “La logistica tra presente e futuro” Forum E&M n. 5-20011
- “Lean Management: condizioni per il successo e la sostenibilità” Forum E&M n. 3-2011
- “L'efficienza energetica in azienda”, Logistica e Management, 2011
- “La gestione dei flussi tra industria e retail”, Logistica e Management, Ottobre 2005
- “RFID, una soluzione per la tracciabilità dei farmaci?”, E&M n. 3-2005
- “Il processo previsionale per governare la Supply Chain”, E&M n. 3-2003
- “La Supply Chain del settore farmaceutico: il caso Roche”, E&M n. 3-2003