

Massimiliano Bruni

STRATEGY AND OPERATIONS

AFFILIATE PROFESSOR

Competitive Strategy

MASSIMILIANO.BRUNI@SDABOCCONI.IT

Biography

Massimiliano Bruni is an Affiliate Professor of Strategy and Entrepreneurship at SDA Bocconi School of Management. He is an Associate Professor of Business Strategy at IULM University in Milan.

At SDA Bocconi, he was head of the Food&Beverage Knowledge Center and he founded and directed the Master of Management in Food&Beverage; at present, he teaches brand strategy, policy, and strategic growth in major multinational enterprises. He has actively participated in numerous strategic education and consulting projects in Europe and Asia, in partnership with leading food&beverage companies. He is a member of numerous advisory boards of Italian and foreign companies and is involved in growth-building projects and repositioning strategies in mature sectors.

His research activities focus on company strategies and internationalization processes, strategic management of multinational enterprises and corporate and business strategies. Recently, he has been focusing on three main topics: competitive strategies in food&beverage industries, international growth strategies of brand names, IT impact on customer experience and on the relationship between brand names and their markets of reference.

He is the author of numerous books and articles on his topics of interest. His works have been published in the European Management Journal and Economia&Management, among others. He is a member of several strategy committees in medium and large privately-owned companies. He has been a Visiting Scholar at City University Business School (London).

Massimiliano earned a degree and a Ph.D. in Business Administration both from Università Bocconi. He completed the ITP (International Teachers Programme) at the London Business School in 1996. He is married with three children.

Teaching domains

Business Models

Competitive Positioning

Competitive Advantage

Industry Analysis

Competitive Intelligence

Latest publications

BRUNI M.

La gestione strategica d'impresa in *Agribusiness. Management dell'azienda agricola*
V. Fiorillo, M. Lo Zoppo (Ed), Egea, chap. 1, pp.1-24, 2022

BRUNI M., PIROTTI G. B., VIZZACCARO M.

Dal prodotto al servizio: competere e crescere nel food & beverage
Economia & Management, 2018, no. 2, pp.73-84

BRUNI M., AMODIO A., VISCONTI F.

Crescere nei settori maturi. Spunti da tre medie imprese dell'alimentare italiano
Economia & Management, 2015, no. 5, pp.81-99

SCIASCIA S., D'ORIA L., BRUNI M., LARRAÑETA B.

Entrepreneurial Orientation in low- and medium-tech industries: The need for Absorptive Capacity to increase performance

European Management Journal, 2014, vol.32, no. 5, pp.761-769

BRUNI M., FINESSO G., PAPINI S.

Il Futuro Del Vino Italiano: Qualche Dubbio E Molte Certezze
Economia & Management, 2014, no. 1, pp.1-11

AMODIO A., BRUNI M.

La crescita delle aziende italiane nel settore alimentare
Quaderni di Ricerca sull'Artigianato, 2014, vol.2014, no. 2, pp.287-302
