

Paola Cillo

Marketing Management

PAOLA.CILLO@UNIBOCCONI.IT

Via Roentgen 1, room 4-E1-09

Tel. +39 02 5836.6844 Fax. +39 02 5836.6893

Curriculum Vitae

Paola Cillo is Associate Professor of the Department of Management and Technology at Bocconi University. Since January 2017, she serves as the Department of Management & Technology Liaison Officer.

She served as Director of the Master of Science in Economics and Management of Innovation and Technology (EMIT), at Bocconi University (2011-2016). She is Vice Director of the Department of Management and technology at Bocconi University and serves as the academic coordinator for the Concentration in Luxury Business Management of the Full Time MBA Program. She conducted different research projects and has been working both in executive education programs and advising activities with some of the most important companies in the FMCGs, in the digital and pharmaceutical industries.

Her areas of expertise include innovation in symbolic and creative industries, big data and innovation strategies and the impact of innovation on investors' response. Currently, she is focusing on the following themes: innovation and new product development, innovation in fashion and luxury industries, Big Data Analytics and innovation and investors' response to firms' innovation.

She is the author of 40 articles and 2 books on marketing strategies, innovation and new product development. She currently works on different international research projects with teams in leading institutions in Europe and in the US. Her research has been funded by public institutions and private companies in Italy and abroad and has been published in leading academic management outlets at an international level, such as *Research Policy*, *The Journal of Product Innovation Management*, and *Long Range Planning* among the others. She was Visiting Professor at Tuck School of Business, Dartmouth (USA) in 2008, Visiting Assistant Professor at Marketing Department Carlson School of Management, University of Minnesota in 2005 and Visiting Scholar at Wharton School, University of Pennsylvania in 2000. She currently serves as Trustee within the Board of

Trustees of the American School of Milan.

Paola earned a Degree in Business Administration *cum laude* (1996) and a Ph.D. in Management (2001) both from Bocconi University.

Publications

Books

- Cillo P., Vicari S., Raccagni D., Product Innovation: Dall'Idea al Lancio del Nuovo Prodotto, Egea, Milano 2013
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Selected Articles

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