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Sales

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Curriculum Vitae

Paolo Guenzi is Associate Professor of the Department of Marketing at Bocconi University.

At SDA Bocconi, he was the Director of the Department of Marketing. He is one of the founders of the Commercial Excellence Lab at SDA Bocconi, Official Professor in the Executive MBA and in the Executive Master in marketing. He conducted research, training and consulting projects for some of the most important players in many business-to business and consumer markets.

His research activities focus on three main areas: sales management, relationship marketing and sport marketing. In particular, he concentrates on all managerial drivers of sales performance and commercial excellence, on the impact of sales leaders on team results and on marketing-sales relationships.

He is the author of about thirty scientific articles published in prestigious international academic journals such as Journal of the Academy of Marketing Science, Journal of Product Innovation Management, Industrial Marketing Management, European Journal of Marketing, Journal of Business Research, International Journal of Service Industries Management, Journal of Brand management e Journal of Marketing Management. He is, also, the author of twenty chapters in domestic and foreign books, and fifteen articles on Italian scientific journals. His most recent books are *Gestire le Vendite* (Egea, 2015), *Leading Teams* (Wiley, 2013); *Team Leadership* (Egea, 2012); *Sales Management: A Multinational Perspective*, (Palgrave McMillan, 2011). He presented about fifty papers in international conferences subject to peer review, and had a blog on Harvard Business Review. He is the only Italian member of the Editorial Board of the *Journal of Personal Selling&Sales Management*. For many years, he was Chair of the Personal Selling track of Personal Selling & Sales Management in the European Marketing Conference. He taught in a dozen states and has been invited speaker in many international business schools, including

Harvard, Columbia, London Business School, Cranfield, University College Dublin, Vlerick.

Paolo earned a Degree in Marketing and a Ph.D. in Business Economics both from Bocconi University. In 2006, he earned the ITP (International Teachers Programme) at IMD.

Publications

Books

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