Paolo Guenzi

MARKETING

ASSOCIATE PROFESSOR
Sales

PAOLO.GUENZI@SDABOCCONI.IT

Biography

Paolo Guenzi is an Associate Professor in the Department of Marketing at Università Bocconi and in SDA Bocconi.

At SDA Bocconi, he has been the Director of the Department of Marketing. He is the Director of the Commercial Excellence Lab at SDA Bocconi, Professor in the Executive MBA and in the Executive Master in marketing, program director in many sales management courses. He conducts research, education and consulting projects for many the leading players in several business-to business and consumer markets.

His research activities focus on three main areas: sales management, digital transformation of sales forces, and relationship marketing. In particular, he concentrates on all managerial drivers of sales performance and commercial excellence, on how to manage digital transformation in sales organizations, on the impact of sales leaders on team results and on marketing-sales relationships.

He is the author of about forty scientific articles published in prestigious international academic journals such as California Management Review, the Journal of the Academy of Marketing Science, the Journal of Product Innovation Management, Industrial Marketing Management, the European Journal of Marketing, Production and Operations Management, the Journal of Business Research, the International Journal of Service Industries Management, the Journal of Brand Management and the Journal of Marketing Management. He is also the author of twenty chapters in domestic and foreign books, and of many articles in Italian scientific journals. His most recent books are La trasformazione digitale delle vendite (Egea, 2021), Gestire le Vendite (Egea, 2015), Leading Teams (Wiley, 2013); Team Leadership (Egea, 2012); Sales Management: A Multinational Perspective, (Palgrave McMillan, 2011). He has presented about fifty peer-reviewed papers at international conferences and has had a blog in the 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 at the European Marketing Conference. He has taught in a dozen different countries and has been an invited speaker in many international business schools, including Harvard, INSEAD, Columbia, London Business School, Cranfield, University College Dublin, Vlerick.

Paolo earned a degree in Marketing and a Ph.D. in Business Economics both from Università Bocconi. In 2006, he earned the ITP (International Teachers Programme) at IMD. Paolo has two daughters and is actively involved in charity programs with the no-profit organization he co-founded.

Teaching domains

Sales Management

Key Account Management

Marketing Management

Marketing & Sales Integration

Latest publications

GUENZI P., NIJSSEN E. J.
In search of digital solution sellers: the role of non-monetary motivation and empowering leadership behaviors
Journal of Personal Selling and Sales Management, 2024, pp.1-21

GUENZI P., NIJSSEN E. J.
The relationship between digital solution selling and value-based selling: a motivation-opportunity-ability (MOA) perspective
European Journal of Marketing, 2023, vol.57, no. 3, pp.745-770

KANURI V. K., HABEL J., CHAKER N. N., RANGARAJAN D., GUENZI P.
B2B online sales pushes: Whether, when, and why they enhance sales performance
Production and Operations Management, 2022

CAIOZZO P., COLM L., GUENZI P., SISTI M. A.
Dieci aree di azione per ridisegnare la funzione vendite
Economia & Management, 2022, no. 4, pp.83-91

GUENZI P., NIJSSEN E. J.
The impact of digital transformation on salespeople: an empirical investigation using the JD-R model
Journal of Personal Selling and Sales Management, 2021, vol.41, no. 2, pp.130-149

GUENZI P.
La trasformazione digitale delle vendite. Innovare strategie e processi commerciali con le tecnologie
Egea, Milano, Italy, 2021