

# Roberto Cotta

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## Government, Health and Not for Profit

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## Curriculum Vitae

Roberto Cotta is Senior Lecturer of Government, Health and Not for Profit at SDA Bocconi School of Management.

His collaboration with SDA Bocconi began in 1985. He conducted training and research projects with primary healthcare companies (public, private and non-profit), institutions, foundations, associations and public and private organizations.

His training and research activity focuses on four key topics: strategic planning of the territory and healthcare companies (public, private and non-profit); organizational analysis and planning; strategic staff management, with particular attention to professional development systems, valuation and incentivization; designing, managing and evaluating training processes in the logic of training-intervention; relational skills, in particular: communication, public speaking, team building, leadership, negotiation; and designing, managing and evaluating training processes.

He is the author of books and articles on the subject. His works have been published on *Mecosan*.

Roberto earned a Degree in Political Science from the University of Milan and a Master in Business Administration (MBA) from the School of Management of Bocconi University, "ninth edition", 1983-1984.

## Publications

## Books

- La comunicazione in Sanità – PROMOPHARMA Editore 1998
- Alcune riflessioni sull'evoluzione della funzione infermieristica, Cusl, 1991
- Il problema dell'integrazione nelle strutture territoriali, 1990

## Main research activities

- The definition of the Strategic Plan of Agro Ericino Municipalities. – since June, 2006 – Client: Municipality of Erice (Sicily)
- The definition of the Strategic Plan of Gela Municipality. – since September, 2006 – Client: Municipality of Gela (Sicily)
- The impact of the evolution of environmental and institutional context on Public Administration – 2004 – Client: Service for quality and efficacy development in public formative system – Public Function Department
- Organizational redesign of Naples Province, with particular attention on the formative needs analysis – 2000 – Client: Naples Province