

# Silvia Zamboni

## STRATEGY AND OPERATIONS

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LECTURER

Innovation

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## Biography

Silvia Zamboni is Lecturer at SDA Bocconi School of Management and Bocconi University in Global Operations and Supply Chain Management and Innovation and Technology Management. She is Contract Professor in Business and Innovation at Poli.design, and in Innovation Management at Università degli Studi di Milano. At Bocconi University she is Assistant Program Director of BSc in International Economics and Management.

She has conducted research and in-house education projects with enterprises operating in various industries, such as pharmaceutical, automotive and related services, machinery, medical devices, home appliances, and banking.

Her research and teaching activities focus on supply chain management and network collaboration for innovation, innovation and technology management, service purchases and development, and multi-project management. She is the author of books and articles on her topics of interest.

Her works have been published in journals such as *Economia & Management* and *Procurement Channel*, among others. In 2013, she won the Best case for the market section “Bringing Technology to the Market” of the EFMD Case Writing Competition, with the business case “787 Dreamliner Cleared for Take-Off?” written in collaboration with V. Fiorillo and R. Secchi, and published in *The Case Center*.

Silvia earned a degree in Business Administration from Bocconi University and a Ph.D. in Logistics and Supply Chain Management from Bergamo University in collaboration with Massachusetts Institute of Technology—Zaragoza Logistic Centre (MIT-ZLC). As part of her continuous education, she participated in a study tour in Japan, visiting companies leader in Lean Management - 'Japan: champions of lean production' - organized by SDA Bocconi School of Management. She also concluded the intensive course Innovative Pedagogy in Challenging Times in 2015 at China Europe International Business School (Shanghai and Beijing, International Teachers Programme).

## Teaching domains

New Product Development

Technology Management

Design Thinking

Agile Project Management

Service Operations

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## Latest publications

ZAMBONI S.

The “Other” Made in Italy: the Italian Machine Tool Industry in *Made in Italy Industries: Managerial issues and best practices*

Lojacono G., Carcano L. (Ed), Bocconi University Press - BUP, chap. 9, pp.159-178, 2018

SAVIOZZI F., SALVIOTTI G., ZAMBONI S.

Le regole del gioco degli enterprise social network: il caso Reply

Economia & Management, 2014, no. 6, pp.84-100

ZAMBONI S., ANTOGNAZZA A.

Elica in *Supply chain management e made in Italy*

R. Secchi (Eds), Egea, pp.175-188, 2012

ZAMBONI S.

Promuovere e gestire l'innovazione in azienda: le competenze richieste al Business Innovation Manager

Economia & Management, 2010, no. 4, pp.54-55

BAGLIERI E., ZAMBONI S.

I nuovi ruoli dell'innovazione: il business innovation manager

Economia & Management, 2009, no. 5, pp.9-17

BAGLIERI E., VERONESI V., ZAMBONI S., MERLINI L.

Dieci regole per innovare. Casi di successo dal progetto Best Innovation Award

Egea, Milano, Italy, 2009

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## Grants & Honors

Best Case Award - Section Bringing Technology to the Market, with the case “787 Dreamliner Cleared for Take-off?” Part A, B, C, with V. Fiorillo and R. Secchi - The Case Centre , 2013

Case of the year Award for the Case 'Distance Learning ' with V. Belvedere, M. Dellantonio, R. Secchi, G. Stabilini - SDA Bocconi School of Management , 2003

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