

Stefania Saviolo

STRATEGY AND OPERATIONS

LECTURER

Competitive Strategy

STEFANIA.SAVIOLO@SDABOCCONI.IT

Biography

Stefania Saviolo is a Tenured Lecturer at the Department of Management and Technology at Università Bocconi.

From 2013 to 2015, she was Head of the Fashion & Luxury Knowledge Center at SDA Bocconi and, between 2002 and 2013, she was the Founder and Director of MAFED (Master in Fashion, Experience & Design Management). She has carried out numerous strategy and branding workshops for companies, International Business Schools and Institutions as well as consulting and coaching projects in Italy and abroad for major players operating in the beauty, fashion and design industry.

Her research focuses on business models innovation also with a view on sustainability, the management of fashion companies, brand and retail management in industries with high symbolic value. She is currently conducting research on how to design and implement customer and people experience strategies with a “signature” perspective.

She is the author of numerous books and articles which have been translated into several languages. Her works have been published in *Economia & Management*, *Enciclopedia Treccani*, and *Harvard Business Review China*, among others. She was a Visiting Scholar at Stern School of Business, New York University and at the National University of Singapore. She has been an independent Board Member of two listed companies where she has also served as President of the Remuneration Committees. In 2014, she launched the first online course (MOOC Massive Open Online Course) on Fashion & Luxury Management for the American Platform Coursera which has seen more than 250.000 students attending in ten years, followed in 2021 by the launch of the online executive course "Sustainable Fashion: Brand and Business Strategy Program" for the American platform Getsmarter.

Stefania earned a degree in Business Administration from Università Bocconi, a Ph.D. in International Law and Economics from Università degli Studi di Bergamo and an ITP (International Teachers Programme) at Stern School of Business. She has been a certified public accountant in Milan since 1995.

Teaching domains

Business Models

Value Chain Analysis

Competitive Positioning

Industry Analysis

Competitive Intelligence

Latest publications

SAVIOLO S.

The Power of Connection: The New Brand Strategy for Fashion, Beauty and Lifestyle Companies
Bocconi University Press - BUP, Milano, Italy, 2025

DI DIO ROCCAZZELLA M., SAVIOLO S.

Signature customer experience. Verso un'esperienza aumentata e firmata
Economia & Management, 2024, no. 3, pp.71-79

DI DIO ROCCAZZELLA M., SAVIOLO S. (EDS.)

Augmented Signature Experience: Umanità, Dati e Tecnologie per ingaggiare il Cliente
Egea, Milano, Italy, 2024

SAVIOLO S.

Tradizione e innovazione per la nautica di lusso
Economia & Management, 2022, no. 3, pp.19-27

SAVIOLO S. (ED.)

Contactless Signature Experience. Il futuro della relazione con il cliente tra fisico e virtuale
Egea, Milano, Italy, 2021

SAVIOLO S., BORNEY G. M. (EDS.)

The Branded Supply Chain: A New Perspective in Sustainable Branding
Bocconi University Press - BUP, Milano, Italy, 2021
