

Paolo Guenzi

ASSOCIATE PROFESSOR

Sales

PAOLO.GUENZI@SDABOCCONI.IT

Biografia

Paolo Guenzi è Professore Associato del Dipartimento di Marketing presso l'Università Bocconi e docente senior dell'Area Marketing della SDA Bocconi.

In SDA Bocconi è stato Direttore dell'Area Marketing. È Direttore del Commercial Excellence Lab di SDA Bocconi, docente nell'Executive MBA e nell'Executive Master in Marketing&Sales, e program director di numerosi corsi sulle vendite. Lavora in progetti di ricerca, formazione e consulenza per numerose aziende operanti nei settori sia business to business che consumer.

Le sue ricerche si concentrano su tre aree fondamentali: sales management, trasformazione digitale delle vendite e marketing relazionale. In particolare si occupa di tutte le leve gestionali che influenzano la performance dei venditori e la commercial excellence, di come gestire la trasformazione digitale delle reti di vendita, dell'impatto dei leader sui risultati delle organizzazioni commerciali e del miglioramento delle relazioni fra marketing e vendite.

È autore di una quarantina di articoli scientifici pubblicati su prestigiose riviste accademiche internazionali quali California Management Review, Journal of the Academy of Marketing Science, Journal of Product Innovation Management, Industrial Marketing Management, European Journal of Marketing, Production and Operations Management, Journal of Business Research, International Journal of Service Industries Management, Journal of Brand management e Journal of Marketing Management. È inoltre autore di una ventina di capitoli in libri nazionali ed esteri, e di numerosi articoli su riviste scientifiche italiane. I suoi libri più recenti sono: 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 MacMillan, 2011). Ha presentato una cinquantina di papers in convegni internazionali soggetti a referaggio, ed ha avuto un blog su Harvard Business Review. È l'unico membro italiano dell'Editorial Board del Journal of Personal Selling & Sales Management. È stato per numerosi anni Chair del track di Personal Selling & Sales management della European Marketing Conference. Ha insegnato in una dozzina di Stati ed è stato invited speaker in numerose business school internazionali, fra le quali Harvard, Insead, Columbia, London Business School, Cranfield, University College Dublin, Vlerick.

Paolo ha conseguito la Laurea in Marketing e un Dottorato di ricerca in Economia Aziendale entrambi presso l'Università Bocconi e l'ITP (International Teachers Programme) presso l'IMD. Paolo ha due figlie ed è impegnato in progetti di volontariato con la associazione no profit di cui è tra i soci fondatori.

Ambito di insegnamento

Sales Management

Key Account Management

Marketing Management

Marketing & Sales Integration

ARTICOLI SU RIVISTA SCIENTIFICA

ROUZIOU M., BOLANDER W., PEESKER K., HAUTAMÄKI P., RANGARAJAN D., SAMARAWEEERA M., BULLEMORE J., KLEIN M., AGNIHOTRI R., JENSEN K. B., CLARO D. P., FOURNIER C., GONZALEZ G. R., GUENZI P., KADIĆ-MAGLAJLIĆ S., LAI-BENNEJEAN C., PALOMINO-TAMAYO W., RAMOS C., RYALS L., SALAS J., SHI H., SQUIRE P., WESTPHAL J.

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Cosa attrae (e cosa no) delle carriere commerciali
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- GUENZI P.
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- GUENZI P., BALDAUF A., PANAGOPOULOS N.
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CAIOZZO P., GUENZI P., COLM L.

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Sales Management - A multinational perspective

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M. Desbordes, N. Chanavat, S. Chadwick (a cura di), Routledge, Taylor and Francis Group, pp.38-50, 2015

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Competenze di marketing & sales, metriche e performance in *Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo*

F. Ancarani (a cura di), Egea, pp.2-41, 2011

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Enrico Valdani, Fabio Ancarani (a cura di), Egea, pp.271-302, 2011

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Sales Management in *Marketing Management*

Enrico Valdani (a cura di), Egea, pp.683-705, 2011

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Organizzazione e gestione della rete di vendita in *Marketing e fiducia*

Sandro Castaldo (a cura di), Il Mulino, pp.331-354, 2009

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S. Vicari (a cura di), Università Bocconi Editore, pp.306-331, 2006

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M.Desbordes, G.Bolle (a cura di), Presses Universitaire Du Sport, pp.277-316, 2005

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Musei, edutainment e marketing in *Cultura in Gioco – Le nuove frontiere di musei, didattica e industria culturale nell'era dell'interattività*

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Il Sole 24 Ore, 3 Aprile, 2025

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COMMENTS, DISCUSSIONS, REPLIES SU RIVISTA

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Guidelines for future research on KAM implementation

2015, Industrial Marketing Management

PROCEEDINGS/PRESENTATIONS

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Are we Missing the Real Points?

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The impact of sales capabilities on performance

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The Influence of Sales Force Control Systems on Salespeople's Customer-Oriented Selling, Adaptive Selling and Sales Unit Effectiveness

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The capabilities and performance of Ambidextrous sales organizations and The influence of sales force control system on Salespeople's customer-oriented selling, adaptive selling and sales unit effectiveness

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Does adaptive selling improve or hurt customer trust in the salesperson?

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SOSCIA I., BAGOZZI R., GUENZI P.

Solving The Paradox Of Machiavellianism: Machiavellianism May Make For Productive Sales But Poor Team Spirit

41st EMAC Annual Conference - 23-26 May, 2012, Lisbon, Portogallo

GUENZI P., DE LUCA L., SPIRO R.

The dark side of adaptive selling

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What can sales managers learn from coaches of professional sport teams?

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2008 Global Sales Science Institute Conference - 25-27 June, 2008, Athens, Grecia

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2008 AMA Winter Marketing Educators' Conference - February 15-18, 2008, Austin, Stati Uniti d'America

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36th EMAC Conference - May 23-26, 2007, Reykjavik, Islanda

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Exploring relational trade-offs in the presence of key employees: the case of the radio industry

36th EMAC Conference - May 23-26, 2007, Reykjavik, Iceland

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Investigating the overall contribution of interpersonal relationship to customer-to-firm relationship: the case of key employe

36th EMAC Conference - May 22-25, 2007, Reykjavik, Iceland

PREMAZZI K., CASTALDO S., GUENZI P., GROSSO M., GRIMALDI L.

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Antecedents and consequences of customer trust in the financial advisor

35th EMAC Conference - 23-26 May, 2006, Athens, Grecia

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