

# CURRICULUM VITAE

**Irene Dagnino**

## PERSONAL INFORMATION

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Telephone: +39 02 58362522  
Nationality: italian  
Date and place of birth: 15/5/1979, Milano (Italy)  
Languages: Italian (native), English (fluent), French (intermediate)

## EDUCATION

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2015            PhD in Management, Università Cattolica del Sacro Cuore, Milano  
2003            Laurea in Management, Bocconi University, Milano (Final grade: 110/110 cum laude)  
1998            Maturità scientifica, Liceo Scientifico “G. Gandhi”, Lodi

## PROFESSIONAL EXPERIENCE

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Since 2007    Lecturer in Strategy, Department of Management and Technology, Bocconi University, Milano  
2005-17      Affiliate professor, Area Strategie e Imprenditorialità, SDA Bocconi School of Management  
2003-07      Adjunct professor of business administration, business strategy and business plan at Bocconi University, Milan.  
2005-07      Adjunct professor of business plan at Università della Valle d’Aosta, Aosta  
2004-05      Teaching assistant in the Management Department - Università Cattolica del Sacro Cuore, Piacenza

## AWARDS

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June 2019    Teaching award (academic year 2017-18)– Bocconi University  
Feb 2017     Teaching award (academic year 2015-16)– Bocconi University  
July 2015    Teaching award (academic year 2013-14)– Bocconi University  
Apr 2010     Award “Case of the year 2009”, SDA Bocconi

## TEACHING ACTIVITY

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*Bocconi University, Milano*

### Undergraduate

Since 2005    “Business administration” course  
Since 2007    “Business strategy” course  
Since 2007    “Business Plan” course

### Graduate

Since 2009    “Business administration” course and “Business planning” course - Master in Organizzazione e Personale (MasterOP)  
Since 2016    “Business administration” course - Master in Economia e Management dei Trasporti, della Logistica e delle Infrastrutture (MEMIT)  
Since 2019    “Setting Corporate Entrepreneurship Strategies” module - “Business Game” of the MSc in Management  
2010-13      “Marketing, markets and companies” course - Master in Marketing e Comunicazione (MIMEC)

2008-11 Master in Project & Information Management (MAPRIM): “Business administration” course

Undergraduate – Summer School

Since 2019 “Entrepreneurship Lab” - Summer School Undergraduate

*SDA Bocconi, Milano*

Master

2006-14 “Business plan” course (2006-11) and “Strategic Management Accounting” course (2006-09) - Master in Strategia Aziendale (MISA)

2010-12 “Business plan” course - Master in Fine Food and Beverage (MFFB)

2007-08 “Business plan” course - Master in Piccole e Medie Imprese (MPI)

Executive:

2006-18 Adjunct professor in the executive open program “Business plan: programma intensivo”

2006-18 Adjunct professor in custom programs

*Università della Valle d’Aosta, Aosta*

Undergraduate

2005-07 “Business planning” - elective

## **RESEARCH PROJECT**

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- 2016 Analysis of the competitive dynamics in the aircraft seating industry, SDA Bocconi
- 2015 Research on the multimarket competition in the fashion retailing industry, PhD, Università Cattolica del Sacro Cuore, Milano
- 2011 Research by Enter Bocconi research center financed by Farindustria: “The pharmaceutical industry in Italy in 2011: positioning and growth factors”
- 2010 Research by Enter Bocconi research center financed by Farindustria: “The Italian pharmaceutical industry on the international scene in 2010: current trends and business strategies”.
- 2005 Research financed by Formaper Lombardia: “Analysis of the birth and death rates of new businesses in five European regions (Rhône-Alpes, Baden-Württemberg, Fiandre, Catalonia and Lombardia)”.
- 2004 Research financed by Fondazione Cariplo: analysis of the design, organization and management of temporary exhibitions and evaluation of the impact that major events can have on the economic development of local areas.
- 2003 Research financed by Assindustria Firenze: evaluation of the competitive positioning of the city of Florence in the tourism sector and identification of potential areas for improvement.

## **SERVICE AND ADMINISTRATION**

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- Since 2013 Deputy Director of the MSc in International Management, Bocconi University. Milano
- Since 2017 Member of the Teaching Committee of the Department of Management and Technology, Bocconi University, Milano
- Since 2017 Member of the Thesis Orientation Service of the Department of Management and Technology, Bocconi University, Milano

## **INTERNATIONAL EXPERIENCES**

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- 2010 - 15 Lecturer in the Bocconi Campus Abroad programs  
2015: American University di Dubai, Emirati Arabi Uniti  
2013: University of Technology di Sydney, Australia  
2012: Fudan University di Shanghai, Cina

2012: American University di Dubai, Emirati Arabi Uniti  
2010-2011: Indian School of Business di Hyderabad, India

2005 Visiting scholar at University of North Carolina, Chapel Hill (NC)

## **PUBLICATIONS**

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- Dagnino, I., Misani, N., Perrini, F., Vurro, C. 2016, *Casi di management*, Milano, EGEA, 2016
- Dagnino I., Misani N., Montemerlo D. (a cura di), *Economia Aziendale e Gestione delle Imprese: Casi ed Esercizi*, Milano, EGEA, 2012
- Dagnino I., "L'impiego della simulazione nello sviluppo dei business plan", in *Economia Aziendale & Management: scritti in onore di Vittorio Coda* (a cura di Airolti G., Brunetti G., Corbetta G. e Invernizzi G.), Università Bocconi Editore 2010, ISBN 978-88-8350-162-3
- Dagnino I. (a cura di), *Strategia e Politica Aziendale - Casi*, Milano, EGEA, 2008

## **CASES AND TEACHING MATERIALS**

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- Dagnino I. (2020) "Smart War: Apple, Huawei e Xiaomi nel settore degli smartphone nel 2020" –Bocconi University
- Dagnino I. (2019) "Decisioni e risultati: esercitazione sulla simulazione degli effetti economici delle scelte di ristrutturazione aziendale post Covid-19 di una compagnia area" – Bocconi University
- Dagnino I. (2018) "Glovo 2.0: pivoting to a new business model" – Bocconi University
- Dagnino, I. (2017) "Strategie di ingresso e di attacco al leader: il caso Ryanair" – Bocconi University
- Dagnino I. (2016) "Apple nel settore degli smartphone – 2016", Bocconi University
- Dagnino, I. (2016) "L'Erborario e la "democratizzazione della bellezza"", Bocconi University
- Dagnino, I. Russo, P. (2016) "Il settore delle sedute per aerei", SDA Bocconi
- Dagnino, I. Roca Batllori, E.(2015) Starbucks in USA, Bocconi University
- Dagnino, I. (2015) "L'economicità e il bilancio di esercizio: il caso Paste Italiane", in *Casi di management* (Dagnino I., Misani N., Perrini F., Vurro, C. a cura di), EGEA 2016
- Dagnino, I. (2015) "Il settore della pasta in Italia", in *Casi di management* (Dagnino I., Misani N., Perrini F., Vurro, C. a cura di), EGEA 2016
- Dagnino I. (2014) "Apple nel 2014", Bocconi University
- Dagnino I. (2014) "Il settore degli smartphone nel 2014", Bocconi University
- Dagnino I., Zattoni A., (2011) "Caso Poste Italiane", SDA Bocconi
- Dagnino I. (2010), "Il vantaggio competitivo e la sua sostenibilità: riuscirà Nokia a essere davvero "smart"?", in *Economia Aziendale e Gestione delle Imprese: Casi ed Esercitazioni* (Dagnino I., Misani N., Montemerlo D., a cura di), EGEA, 2010
- Dagnino I. (2010), "Caso Edsor", Bocconi University
- Dagnino I. (2008) "Star Wars: Samsung, LG e Sony nel settore dei televisori LCD nel 2008", in *Strategia e Politica Aziendale - Casi* (Dagnino I., a cura di) EGEA, 2008 – vincitore del premio "Case of the Year 2009" assegnato da SDA Bocconi.
- Dagnino I., Parolini C., (2008), "Caso New Open A, B e C", SDA Bocconi
- Dagnino I., Parolini C., (2006), "Caso Direct Cast", SDA Bocconi
- Dagnino I. (2004), "Caso Firenze", SDA Bocconi, ECCH collection.
- Dagnino I. (2004), "Caso Parma e Parmigianino", Bocconi University
- Dagnino I. (2004), "Caso GEOX: un'idea di ampio respiro?", Università Cattolica del Sacro Cuore, Piacenza
- Dagnino I. (2004), "Caso Jobs", Università Cattolica del Sacro Cuore, Piacenza
- Dagnino I., Depperu D. (2003), "Caso multimediale Banca Popolare di Sondrio", Bocconi University, *Economia Aziendale e gestione delle Imprese*, Il Mulino, 2005

## **OTHER INFORMATION**

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1997-02 Flute teacher - Accademia Musicale "F. Gaffurio", Lodi

1997 Conservatory diploma - flute, Conservatorio "A. Peri", Reggio Emilia