

STEFANIA SAVIOLO

Born in Milan, 14 March 1965

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ACADEMIC EXPERIENCE

- 1989-1994 adjunct/contract professor of **Economics** at Bocconi University
- Since 1994 Professor of **Management and Technology** (since 2000 Lecturer, since 2024 Tenured Lecturer) at Bocconi University and member of the core faculty at the School of Business Management (SDA Bocconi) teaching strategy and brand management at the undergraduate, graduate and executive level.
- In 2001 she founded and until 2013 she directed the **Master in Fashion, Experience & Design Management** (MAFED) at SDA Bocconi in collaboration with Altgamma.
- **Creator and scientific director** of two Bocconi e-learning programs in collaboration with international platforms: "Managing fashion and luxury companies" in collaboration with Coursera (+250k students attending since 2014 (www.coursera.org/learn/mafash)); "Sustainable fashion branding" in collaboration with Getsmarter since 2021) <https://www.getsmarter.com/products/sda-bocconi-school-of-management-sustainable-fashion-branding-program>.
- 2022-2025 **Researcher** for the **MUSA Multilayered Urban Sustainability Action** – Spoke 5 project for the three-year period on the topic of sustainability of the Fashion & Design system.

EDUCATION

- 1989 Degree in **Business Administration** from Bocconi University
- 1991 Chartered **Accountant**
- 1992-1993 **Visiting Scholar** @ Stern School of Business – New York University - NY, USA
- 1999 **ITP** (International Teachers Program) @ Stern School of Business - NYU, NY, USA
- 1995 **Ph.D.** in International Business and Law - Bergamo University

BOARD MEMBER POSITIONS

- 2014 to 2023 independent director of **TXT Group** (listed on the Italian Stock Exchange – STAR segment), an international group of software and digital transformation solutions for industry and fintech, where she was also Chairman of the Remuneration Committee and member of the Control, Risk and Related Parties Committee.
- 2014 to 2021 independent member of the board of directors at **Natuzzi S.p.A.** (listed on NYSE), a leading international group in the design and furniture sector, where she was also Chairman of the Remuneration Committee and member of the Related Parties Committee;
- 2017 to 2019 independent director of **Stefanel S.p.A.**, a company active in the production and distribution of clothing and accessories, where she was also Chairman of the Remuneration Committee and member of the Related Parties Committee.

PUBLICATIONS

- (with M. Di Dio Roccazzella) “*Augmented signature experience. Umanità, dati, tecnologia per ingaggiare il cliente*”, **EGEA**, 2023
- “*Tradizione e innovazione per la nautica di lusso*” **Economia & Management**, n. 3, 2022
- (edited) “*Contactless signature experience. Il futuro della relazione con il cliente*”, **EGEA**, 2021
- (with G. Borney) “*The branded supply chain. A new perspective in sustainable branding*” **Bocconi University Press**, 2021
- (edited) “*Signature Experience. Art and Science of customer engagement*”. **Bocconi University Press**, 2018
- (with A. Marazza) “*Lifestyle brands. A guide to aspirational marketing*”, **Palgrave Macmillan**, 2013
- (with E. Corbellini) “*Management in fashion and luxury companies*”, **Etas**, 2009 (+ Japanese and Chinese editions)
- (with E. Corbellini) “*La scommessa del Made in Italy*”, **Etas** 2004
- (with S. Testa) “*Le imprese della moda. Management al servizio della creatività*”, **Etas**, Milano, first edition 2000, second edition 2006; English edition “*Strategic Management in the Fashion Companies*”, **Etas**, 2001
- (with E. Corbellini) “*Quali relazioni tra EXPO 2015 e la moda italiana?*” **Economia & Management** n.5, 2012
- “*China Strategies for International Luxury Brands*” **Harvard Business Review China**, June 2006