

SIMONE AUTERA

Date and place of birth | February, 5th 1988 – Imperia (IM), Italy

Nationality | Italian

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INSTITUTIONAL ROLES & SERVICES IN BOCCONI

Since a.y. 2020/21 – 21/22

Bocconi University **Deputy Director**, Master of Science in Economics and Management in Arts, Culture, Media and Entertainment (ACME)

Since a.y. 2018/19 – **today**

Bocconi University **Tenured Lecturer**, Dpt. of Management and Technology

Since a.y. 2016/17 - **today**

Bocconi University **Deputy Director**, Bachelor in Economics and Management for Arts, Culture and Communication (CLEACC)

Since a.y. 2016/17 - **today**

Bocconi University **Coordinator of Workshops** (third year field-oriented courses), Bachelor CLEACC

ACADEMIC WORK EXPERIENCE

> Teaching Bocconi University

Since a.y. 2022-23 – **today** *Graduate School*

- PUBLISHING, AUDIENCES AND PLATFORMS – *Dpt. of Management and Technology*
- TWO-SIDED MARKETS IN ENTERTAINMENT – *Dpt. of Marketing*

Since a.y. 2022-23 – **today** *Undergraduate School*

- COMPETITIVE STRATEGIES IN CREATIVE IND.s – *Dpt. of Management and Technology*

Since a.y. 2018/19 - **today** *Graduate School*

- MOVIE INDUSTRY – *Dpt. of Management and Technology*

Since a.y. 2018/19 – 21/22 *Graduate School*

- MANAGEMENT OF CULTURAL INDUSTRIES AND INSTITUTIONS, MODULE I (STRATEGY AND GOVERNANCE) – *Dpt. of Management and Technology*

Since a.y. 2016/17 - **today** *Undergraduate School*

- THE GLOBAL INDUSTRY OF IMAGINARIES – *Dpt. of Management and Technology*

Since a.y. 2015/16 – 17/18 *Undergraduate School*

- DIGITAL DISRUPTION AND ENTREPRENEURSHIP – *Dpt. of Management and Technology*

Graduate School

- CULTURAL MEDIATION – *Dpt. of Policy Analysis and Public Management*

Since a.y. 2014/15 – 21/22 *Graduate School*

- INTERNET, PUBLISHING AND MUSIC – *Dpt. of Management and Technology*

A.y. 2014-2015

Undergraduate School

- WORKSHOP IN FROM PAGE TO BIT: THE EVOLUTION OF THE PUBLISHING INDUSTRY

Dpt. of Management and Technology

EDITORIAL ACTIVITIES (interviews and contributions)

Press and online

05/02/2024 **Domani**: "Taylor Swift fa la storia ai Grammy e annuncia il suo nuovo album"

24/12/2023 **Il Sole 24 Ore** (paper issue): "Walt Disney taglia i costi. La sfida per la crescita è su streaming e crociere"

14/5/2023 **L'Espresso** (paper issue): "Strapotere dei social: la musica sta cambiando"

20/03/2023 **Financial Times** - podcast: "What artists can learn from business"

Television

19/04/2024 **TG Piazza Affari**: "Streaming, mercato quasi saturo: ecco come si difende Netflix"

06/07/2023 **TG Piazza Affari**: "Meta lancia Threads"

19/11/2022 **TGR Lombardia**: "Cinema ancora in crisi, non bastano i timidi segnali di recupero"

06/04/2021 **TG1 RAI UNO, edizione ore 20**: "La corsa alla vendita dei diritti musicali"

PUBLICATIONS

> Articles

- Autera, S., Salviotti, G., Saviozzi F.A, (2016). *Networked Digitization: L'unione fa la forza*, in *Economia e Management*, 2016/3

> Books

- Autera, S. (2016). *"Digitization for Citizens' involvement: the case of New York Public Library"* in Dubini, P. (ed. by) *Institutionalising Fragility, Entrepreneurship in Cultural Organizations*. MILANO: Fondazione Giangiacomo Feltrinelli Editore

OTHER ACADEMIC WORK EXPERIENCE

> Teaching SDA Bocconi

A.y. 2017/18

- STRATEGIC INTELLIGENCE IN HUMAN CAPITAL INDUSTRY, Custom Program for Adecco

Teaching sessions on Digital Disruption in Human Capital industry

- THE DIGITAL TRANSFORMATION JOURNEY, PHASE II, Custom Program for IDEE

Workshop activity coordination, tutorship to groups with C-lines of major European Wholesalers in Electric industry

A.y. 2016/17

- LEARN2LEAD, Custom Program for NOVO NORDISK

Program coordination, organizational and content support to both client and faculty

A.y. 2015/16

- MISA CONTEST (Master in Entrepreneurship and Strategy)

Co-teaching, Strategy workshop on Telecommunications Industry

> Teaching Other Universities

Since a.y. 2015/16 – 2021/22

Università di Verona

- EDITORIA CONTEMPORANEA (Contemporary strategic issues in publishing industries)
Post-graduate Master program, Master in Editoria – Facoltà di Economia

> Research

May 2018 – Jan 2020

SDA Bocconi

THE DIGITAL TRANSFORMATION JOURNEY, PHASE II, Research financed by IDEE
With the aim of assessing the gap between wholesalers' current digitization level and desirable one:

- In-depth interviews to European Electric Industry Wholesalers and Producers
- External context analysis (customers, competitors, value-chain)
- Internal context analysis (organization and processes, capabilities, technologies, offer configuration)
- Clustering of wholesalers by level of digitization
- Definition of digital transformation strategy roadmap

Sep 2017 – Mar 2018

SDA Bocconi

STRATEGIC INTELLIGENCE IN HUMAN CAPITAL INDUSTRY, Research financed by Adecco
With the aim of understanding the need of client companies of Human Capital industry

- Focus groups to c-lines of Automotive, Retail, Banking, Consulting, Pharma industries
- Mapping of services available to market segments (companies, institutions and professionals)
- Services map test on market segments through focus groups and questionnaires
- Assessment of gap between current value proposition and market segments desiderata
- Definition of potential value-added services and structure of guidelines for business model reinvention

Jan – May 2016

SDA Bocconi

NETWORKED DIGITIZATION, Research financed by Google

With the aim of defining a comprehensive framework to structure and apply Networked Digitization Policies:

- Investigation of current practices and cases at European level (industries: Textile, Clothing and Footwear; Consumer Electronics; Logistics; Automotive)
- Development of a model to assess digitization level and networked digitization potential among homogeneous set of SMEs
- Test of the model out on key industrial clusters through interviews and questionnaires

Apr – Nov 2015

ASK Research Centre

EDISON PULSE Awards

- Coaching in Entrepreneurship for short-listed projects (ventures in innovation in energy or territorial development)
- Screening and selection of Awards short-list

March 2015

Fondazione Feltrinelli

Discussant to Peter Brantley (Head of Digital, New York Public Library)

Conference on "Digitization as a Form of Civic Engagement"

Digitization as both an instrument for culture access and a driver for civic engagement in knowledge creation and valorization

Sep 2011 – Jan 2012

ASK Research Centre

Analyst - Research Assistant in project commissioned by Google Italia

Analysis of the relationship between DRM and content industries

- Data gathering and analysis of digitization effects upon content industries
- Database construction, assessing sustainability and innovation of digital platforms
- Elaboration of statistics out of databases

EDUCATION

March 2013

Bocconi University

Master of Science in **Economics and Management in Arts, Culture, Media and Entertainment** (entirely taught in English)

Final grade: 110/110 cum laude

Thesis: "*From Bits to Atoms: The Disruption of Manufacturing Industry in the Virtual Era*"

Jan – Jun 2012

Stockholm School of Economics

Master of Science in **Business and Economics, Erasmus Program**

Focus on: finance for start-ups, business planning, venture capital and development

October 2010

Bocconi University

Bachelor in **Economics and Management for Arts, Culture and Communication**

Final grade: 107/110

Thesis: "*Current TV™ and user generated content*" business case-based dissertation

LANGUAGES

Italian: native speaker

English: fluent

Spanish: fluent

French: good

I hereby authorize the treatment of my personal data

A handwritten signature in blue ink, enclosed in a thin black rectangular border. The signature is stylized and appears to be 'M. Rossi'.