

# Silvia Zamboni, Ph.D.

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<https://didattica.unibocconi.it/docenti/cv.php?rif=51606>



## Personal data

Nationality	Italian
Date and place of birth	29 march 1977, Magenta (Milano)
VAT	ZMBSLV77C69E801B
Mother tongue	Italian
Other languages	English (Proficient, written and spoken) <i>Level III English for Business Certificate – Pass with distinction</i> (issued 4.09.03 dalla London Chamber of Commerce and Industry Examinations Board) Intensive program of English at English Language Center (70h, Los Angeles), 1/18/2008, Course level completed: Advanced  French (very good, written and spoken) <i>Certificat pratique de français commercial et économique - Mention bien</i> issued on 15.02.99 by CCIIP, Paris Chamber of Commerce and Industry  Spanish (basic, written and spoken)

## Professional experience

01/ 2002, ongoing <b>SDA Core Faculty</b> <i>Strategy, Operations and Technology Management Knowledge Group</i> SDA Bocconi School of Management Via Sarfatti 10, Milano	Lecturer for the following initiatives: <b>Post-experience and similar master's programs</b> since 2018, EMBA Executive Master in Business Administration, 10526 Innovation Management, 11985 Making Innovation Happen: Scenarios, People, Practices 2 from 2008 to 2018: EMBA, Executive Master in Business Administration, <i>Lean operations, and Innovation management</i> and from 2009 to 2022: Master in Food and Beverage (MFB): <i>New Product Development And Launch</i> (classe internazionale) <i>New Product Development</i> (international class, elective in joint with GEMBA, Global Executive MBA), from 2005 to 2015: Master in Real Estate (MRE), <i>Project management</i> from 2009 to 2010: MBA Master in Business Administration, ed. full time (international class) from 2005 to 2008: Centro ELEUSI Bocconi – Corso AICE Associazione Italiana di Ingegneria Economica (ed. Milano, ed. Roma), <i>Project Management per Ingegneri</i>  (since 2003, ongoing) <b>Executive Custom Program Division</b> Lecturer in custom training programs for customers of Business Divisions (national and international) on the topics of procurement, operations and supply chain management, innovation management and collaboration along the supply chain / network.  (since 2017, ongoing) <b>Scientific Director of custom program</b> (customer relationship management, design of the initiative for Talent, management of the classroom and the faculty involved, management of field projects) 2024, Angelini Future Leaders Program, ed. 3 (reviewed and partially redesigned) 2023-2024, Dell Technologies Talent Program, ed. 1 2021-2023 Angelini Future Leaders Program, ed.2 2019-2021 Angelini Future Leaders Program, ed. 1  (from 2006 to 2017) <b>Coordinator of custom and open enrolment executive initiatives</b> Responsible for the detailed design of content and the organization of training initiatives  (from 01/2007 until 01/2016) <b>Responsible of open enrolment executive programs, Operations and Technology Management Unit, SDA Bocconi</b>
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	<p>In collaboration with the Head of Unit, the Head of the open enrolment Division and the Marketing Office, rationalisation of the portfolio of executive training initiatives on innovation, purchasing, operations and supply chain management and communication support, through traditional and digital communication tools (social media).</p> <p>(from 2006 to 2013)  <b>Operational coordinator of custom research initiatives, SDA Bocconi</b></p> <p><b>Executive tutorship for post-training field projects</b>  Tutorship, orientation meetings for the duration of the project (for international projects) for 3-4 months, in inter-functional and international teams of about 4-6 people on average (ABB, Amplifon, Finmeccanica, Chiesi Farmaceutici, Angelini Holding, Kone, ..)</p> <p>(from 01/2001 to 12/2011)  <b>Junior research assistant (Internship)</b>  Assistant to a non-competitive benchmarking research project on tools to support the design and organization of new product development processes.</p>
<p>01/2002, ongoing</p> <p><b>Tenured lecturer</b>  Bocconi University  Dipartimento di Management e Tecnologia  Via Sarfatti 25, Milano</p>	<p>Since 01/2024  <b>Tenured Lecturer</b>  Course responsible (of multiple classes) and lecturer</p> <p>(from 09/2022 until 09/2023)  <b>Deputy Director of the Bachelor in International Economics and Management</b></p> <p>(since 2015, ongoing)  <b>Assistant Director of the Bachelor in International Economics and Management</b></p> <p>(since 2014, ongoing)  <b>Lecturer</b> in Master I Level, Specialized Masters, Master of Science and Bachelor of Science  COURSES A.Y. 2022/2023  10232 Sustainable Innovation and Supply Chain Management (12 hours, 24 hours since 2022)  20481 Business Game (For Management) (4 hours * 4 Classes = 16 hours)  20575 Global Operations and Supply Chain Management (24 hours)  30014 Gestione della Tecnologia, dell'innovazione e delle Operations (in Italian, 28 hours, 56 hours in 2023)  30154 Technology and Innovation Management (24 hours + 20 hours)  30222 New Product Development and Open Innovation (48 hours)</p> <p>(from 2002 to 2013)  <b>Contract professor</b> in Master I Level, Specialized Masters, Master of Science and Bachelor of Science</p> <p>(from 2012 to 2023)  <b>Tutor for CEMS Projects – The Global Alliance in Management Education</b></p>
<p>01/2006, ongoing</p> <p><b>Contract professor</b>  Consorzio POLI.design  Via Durando, 38/a, Milano</p>	<p><b>Contract professor</b> for Master I level, in particolare:  <i>Marketing e comunicazione</i>, n. 28 ore, Master in Design e Sviluppo dei Prodotti Industriali (now MIDEI), Politecnico di Milano, Consorzio Poli.Design, Milano, dall' a.a. 2006/2007, ongoing  <i>Product and built design</i>, n. 16 ore, Master in Industrial Design for Architecture (MD4A), international program (in English), since a.y. 2011/2012, ongoing</p>
<p>02/2020, ongoing</p> <p><b>Contract professor</b>  Università degli Studi di Milano  Via Festa del Perdono, 7,  Milano</p>	<p><b>Contract professor</b> for graduate and undergraduate courses:  <i>Gestione e Valutazione dell'Innovazione nel settore della Salute</i>, in Italian, SSD SECS-P/08 in MSc "Management delle Aziende Sanitarie e del Settore Salute (Classe LM-77)", a.y. 2021/2022, 2022/2023, 2023/2024 and 2024/2025 (1° quarter ) (40 hours) - Dipartimento di Scienze Biomediche per la Salute  <i>Management of innovation</i>, SSD SECS-P/08, <i>In English</i>, a.y. 2019-2020 (3° quarter ) (40 hours)</p>
<p>05/2004 – 07/2012</p> <p><b>Consulente free lance</b>  Hornet Consulting  Via Bocconi 9, Milano</p>	<p><b>Freelance consultant</b> on Innovation and supply chain management</p>
<b>Formazione post laurea</b>	
<p>January 2015 – July 2015</p>	<p><b>International Teachers Programme</b>  China Europe International Business School (CEIBS) - <a href="http://www.ceibs.edu/it/">http://www.ceibs.edu/it/</a>  January 11-18: Shanghai Campus, 699 Hongfeng Road, Pudong, Shanghai 201206 P.R.C.  July 5-12: Beijing Campus, Building 20, Zhongguancun Software Park, 8 Dongbeiwang West Road, Haidian District, Beijing 100193, China</p>
<p>01/2008 – 05/2011</p> <p><b>Ph.D.</b></p>	<p><b>Ph.D. in Logistics and Supply Chain Management</b>  University of Bergamo, Via dei Caniana 2, Bergamo, Italia</p>

	International program of the University of Bergamo, in collaboration with Massachusetts Institute of Technology - Zaragoza Logistic Centre (MIT-ZLC) Thesis: <i>Supply chain collaboration and open innovation: toward a new framework for network dynamic innovation capabilities</i> (disponibile all'indirizzo: <a href="http://aisberg.unibg.it/handle/10446/911">http://aisberg.unibg.it/handle/10446/911</a> )
11/2010-12/2010	<b>Japan: champions of Lean Production</b> (from 27 November to 4 December 2010) Study tour with company visits of the most advanced managerial practices in the field of Operations and Supply Chain Management: Tokyo, Kyoto, Nagoya
09/2009	<b>XV AIIG School in Engineering Management, Operations and Supply Network Management</b> , organized by the University of Padua in Bressanone, from 12 to 18 September 2009.
09/2009	<b>EurOMA Summer School in Operations Management</b> (September 18th) Global production networks, Prof. Kasra Ferdows, Georgetown University - McDonough School of Business
08/2008 – 12/2008	<b>Master of Engineering in Logistics &amp; Supply Chain Management</b> ( <i>Core</i> courses, as part of the PhD programme for the period August - September 2008) at MIT – Zaragoza Logistic Center (MIT-ZLC) International Programme, in Zaragoza (Aragon, Spain, website: <a href="http://www.zlc.edu.es/">http://www.zlc.edu.es/</a> )
05/2002	Training course for trainers: <b>Apprendere come insegnare</b> , SDA Bocconi School of Management

## Education

09/1996 - 07/2001 <b>Bachelor's Degree</b>	<b>Bachelor's degree</b> (4 years, old system) in <b>Business Administration</b> (107/110) Università Comm.le Luigi Bocconi, Via Sarfatti 25, 20136, Milan, Italy Thesis: <i>Il miglioramento dei processi di sviluppo dei nuovi prodotti attraverso il Quality Function Deployment: cinque casi a confronto.</i>
09/1991 - 07/1996 <b>High School Diploma</b>	Scientific <b>High School Diploma</b> (July 1996, 50/60) Liceo Scientifico Statale "V. Veneto", Via De Vicenti 7, 20148, Milano, Italia

## Awards & Recognitions

EFMD Case Writing Competition	(2013) Best case award, section Bringing Technology to the Market, "787 Dreamliner Cleared for Take-off?" Parte A, B, C, Con V. Fiorillo e R. Secchi, SDA Bocconi, The Case Center ( <a href="http://www.thecasecentre.org/educators/ordering/selecting/featuredcases/dreamliner">www.thecasecentre.org/educators/ordering/selecting/featuredcases/dreamliner</a> , visualizzato il 9/06/2014)
Case of the Year SDA Bocconi 2003	(2003) "Case of the Year (multimedia section)" award awarded by the Research Division of SDA Bocconi for the Case Distance Learning - Technology and Production Course, with V. Belvedere, M. Dellantonio, R. Secchi, G. Stabellini

## Publications

Articles	(2014) Le regole del gioco degli Enterprise Social Network: il caso Reply. (with G. Salviozzi, F. Saviozzi), <i>Economia &amp; Management</i> , ETAS, no. 6, pp.84-100. (2013) Open innovation e innovazione collaborativa: creare valore con il network, <i>Strategie &amp; Procurement</i> , pp. 7-9 (2010) Temi di management. Produzione e tecnologia (with E. Baglieri, V. Fiorillo), <i>Economia &amp; Management</i> , Vol.4, ETAS, pp. 54-55 (2010) L'acquisto di innovazione: relazioni collaborative e fonti di innovazione esterne all'azienda, <i>Procurement Channel</i> (with video associato sul web: <a href="http://bit.ly/9tg5ec">http://bit.ly/9tg5ec</a> ), pp. 18-20 (2009) I nuovi ruoli dell'innovazione: il Business Innovation Manager (with E. Baglieri), <i>Economia &amp; Management</i> , vol. 5/09, ETAS, pp. 9-17 (2008) L'eccellenza nei processi di innovazione aziendali Best Innovation Award 2007 (with G. Salviozzi), <i>Economia &amp; Management</i> , ETAS, pp. 55-65 (2007) L'eccellenza nell' Operations & Innovation Management. Alcuni casi di successo (with F. Gallmann, V. Veronesi), vol. 3, <i>Economia &amp; Management</i> , ETAS, pp. 45-52 (2004) Performance industriali ed eccellenza nelle operations. I trend dell'International Best Factory Award, <i>Operations, Engineering, Produzione e Asset Management</i> , Febbraio, pp 43-47
Book chapters	(2018) The "Other" Made in Italy: the Italian Machine Tool Industry, in <i>Made in Italy industries. Managerial issues and best practices</i> , di L. Carcano, G. Lojacono, capitolo 9. (2012) Elica (with A. Antognazza), in R. Secchi, <i>Supply Chain Management e Made In Italy, Lezioni da nove casi di eccellenza</i> , EGEA (disponibile all'indirizzo: <a href="http://www.egeaonline.it/editore/catalogo/supply-chain-management-e-made-in-italy.aspx">http://www.egeaonline.it/editore/catalogo/supply-chain-management-e-made-in-italy.aspx</a> ), pp. 175-188 (2009) La metodologia della ricerca, in <i>Dieci regole per innovare</i> , di E. Baglieri, V. Veronesi, S. Zamboni, L. Merlini, EGEA, 2009, pp. 13-20 (disponibile all'indirizzo: <a href="http://www.egeaonline.it/editore/catalogo/DIECI_REGOLE_PER_INNOVARE_.aspx">http://www.egeaonline.it/editore/catalogo/DIECI_REGOLE_PER_INNOVARE_.aspx</a> ) (2009) Il caso Italdesign Giugiaro, in <i>Dieci regole per innovare</i> , di E. Baglieri, V. Veronesi, S. Zamboni, L. Merlini, EGEA, 2009, pp. 51-64 (disponibile all'indirizzo: <a href="http://www.egeaonline.it/editore/catalogo/DIECI_REGOLE_PER_INNOVARE_.aspx">http://www.egeaonline.it/editore/catalogo/DIECI_REGOLE_PER_INNOVARE_.aspx</a> ) (2009) Design as a strategic competence for continuous innovation (with E. Baglieri, R. Secchi, L. Rampino),

	<p>in A. Williams, R. Partington, Q. Sun (edited by), 2009, "Design2Business 2009. Proceedings of the Thsingua International Design Management Symposium", Adelphi Research Institute, Salford, UK, pp. 315-322</p> <p>(2008) Design e processo di innovazione: le determinanti del successo (with E. Baglieri), in L'impresa di successo. Il design e la competitività, a cura di L. Rampino, McGraw Hill, pp. 155-170</p> <p>(2005) La gestione e l'acquisto dei servizi, con M. Dellantonio, in "Acquistare prodotti e servizi. Processi, logiche e soluzioni gestionali", a cura di G. Stabilini, ETAS, pp.129-163</p> <p>(2004) Produrre, acquistare e collaborare, con E. Baglieri, in "La gestione strategica degli approvvigionamenti", a cura di E. Baglieri, ETAS, pp.13-50</p>
<p>Conference paper and Research report (RR)</p>	<p>(2011) Supply chain collaboration and open innovation: toward a new framework for network dynamic innovation capabilities, Ph.D. thesis, Università degli Studi di Bergamo, Faculty of Economics and Business Administration, Ph.D. in Logistics and Supply Chain Management - XXIII Cycle (available at: <a href="http://aisberg.unibg.it/handle/10446/911">http://aisberg.unibg.it/handle/10446/911</a>) (RR: ML)</p> <p>(2011) La gestione della mobilità urbana e dei parcheggi: stato dell'arte (with V. Fiorillo), Divisione Ricerche, SDA Bocconi (RR)</p> <p>(2011) Piani sanitari integrativi: analisi di mercato, bisogni latenti ed espresso (with R. Pisani, V. Fiorillo, E. Baglieri), SDA Bocconi, Divisione Ricerche (RR)</p> <p>(2010) Business Innovation Manager, SDA Bocconi, Divisione Ricerche (RR)</p> <p>(2009) Design as a strategic competence for continuous innovation, (with E. Baglieri, R. Secchi, L. Rampino), in A. Williams, R. Partington, Q. Sun (edited by), 2009, "Design2Business 2009. Proceedings of the Thsingua International Design Management Symposium", Adelphi Research Institute, Salford, UK, pp. 315-322</p> <p>(2008) Design as a strategic competence for continuous innovation, (with E. Baglieri, R. Secchi, L. Rampino), International DMI Education Conference, Design Thinking: New Challenges for Designers, Managers and Organizations, 14-15 April 2008, ESSEC Business School, Cergy-Pointoise, France</p> <p>(2006) Critical success factors for collaborative breakthrough development: a case history (with E. Baglieri e R. Secchi), SDA Bocconi (WP)</p> <p>(2006) L'evoluzione degli studi di Innovation e Operations Management nei servizi (with V. Belvedere, S. Pace), Paper divulgativo, Divisione Ricerche, SDA Bocconi, Divisione Ricerche (RR)</p> <p>(2006) State of the art and trends of purchasing management in Italy. Evidences on strategic buyer-supplier collaboration (with E. Baglieri, R. Secchi, G. Stabilini), SDA Bocconi, 15th Annual IPSERA Conference, Creating and Managing Value in Supply Networks, SCMI, 6-8 April 2006 San Diego, California</p> <p>(2006) The Italian approach to the Facility Management: results of a field research, (with V. Veronesi), SDA Bocconi, Services Sciences, Management and Engineering Conference, Education for the 21st Century, 5 - 7 October 2006, IBM Palisades Conference Center, New York</p> <p>(2005) Partnering along the demand chain: collaboration in new product development process, (with E. Baglieri), SDA Bocconi, 21st IMP Industrial Marketing and Purchasing (IMP) Conference, 1-3 September, Rotterdam, Netherland (available at: <a href="http://www.impgroup.org/paper_view.php?viewPaper=4663">http://www.impgroup.org/paper_view.php?viewPaper=4663</a>)</p> <p>(2005) La selezione dei progetti di R&amp;S: principali evidenze nel contesto italiano (with E. Baglieri), SDA Bocconi (RR)</p> <p>(2005) Partnering along the demand chain: collaboration in new product development process, (with E. Baglieri), SDA Bocconi, 2nd European Forum on Market Driven Supply Chain, 4-5 april, Milan, Italy</p> <p>(2002) How to balance QFD and the efficiency of the New Product Development process: experiences and practices from the field, (with E. Baglieri e G. Stabilini), SDA Bocconi, QFD Institut Deutschland e.V., 8th International Symposium on QFD, 4-6 September, Monaco, Germany</p>
<p>Teaching material</p> <p>C = business case N = teaching note WP = Working paper MM = multimedia teaching material</p>	<p>(2022) Digital Supply Chain Management, teaching material and video lectures recorded for a post-graduate course, online, asynchronous sold on SDA Bocconi e-learning platform for corporate academies (MM)</p> <p>(2022) Global Supply Chain Management, teaching material and video lectures recorded for a post-graduate course, online, asynchronous sold on EMERITUS e-learning platform for corporate academies, SDA Bocconi (MM)</p> <p>(2020) La trasformazione digitale in Ansaldo Energia: smart product and services, tecnologie e processi per il miglioramento della competitività, N, SDA Bocconi</p> <p>(2013) 787 Dreamliner: cleared for take off? – PART A, Reference no. 613-006-1, (with R. Secchi, V. Fiorillo), The Case Collection, 2013, p. 18</p> <p>(2013) 787 Dreamliner: cleared for take off? – PART B, Reference no. 613-007-1, (with R. Secchi, V. Fiorillo), The Case Collection, 2013, p. 5</p> <p>(2013) 787 Dreamliner: cleared for take off? – PART C, Reference no. 613-008-1, (with R. Secchi, V. Fiorillo), The Case Collection, 2013, p. 5</p> <p>(2013) 787 Dreamliner: cleared for take off? – Teaching Notes, Reference no. 613-006-8, (with R. Secchi, V. Fiorillo), The Case Collection, 2013, p. 23</p> <p>(2012) Personal Teller Machine, Parte A (with M. Sampietro), SDA Bocconi (C)</p> <p>(2012) Personal Teller Machine, Parte B (with M. Sampietro), SDA Bocconi (C)</p> <p>(2012) Dayson: un ciclone di innovazione (with V. Fiorillo), SDA Bocconi (C)</p> <p>(2010) L'acquisto di innovazione: relazioni collaborative e fonti di innovazione esterne all'azienda, Procurement Channel (video lecture: <a href="http://bit.ly/9tq5ec">http://bit.ly/9tq5ec</a>) (MM)</p>

- (2010) L'acquisto esterno di innovazione: tipologia di relazioni collaborative e potenziale di fonti di innovazione, Unit Produzione e Tecnologia, SDA Bocconi (N)
- (2010) Il manager dell'innovazione in azienda: il profilo del business innovation manager, Unit Produzione e Tecnologia, SDA Bocconi (N)
- (2009) I nuovi ruoli dell'innovazione: il Business Innovation Manager, Divisione Ricerche SDA Bocconi (N)
- (2006) Caso MEMABOOT, Design for environment (with V. Veronesi), SDA Bocconi (C)
- (2006) MBA tutorial: The new product development process, Firm strategy and new product development (with G. Stabilini); How to organize the new product development process, SDA Bocconi (MM, ML)
- (2005) Caso Health Equipment Ltd (with E. Baglieri, S. Ronchi), SDA Bocconi School of Management, MIP Politecnico di Milano (C)
- (2005) Gli strumenti di selezione dei progetti di R&S (with E. Baglieri), SDA Bocconi (N)
- (2005) Il Facility Management per la Gestione Economica dei Processi di Supporto al Core Business, SDA Bocconi (N)
- (2005) Il Facility Management: principali evidenze nel contesto italiano (with V. Veronesi), SDA Bocconi (N)
- (2004) Tetra Pak Carton Ambient: la progettazione del processo di sviluppo delle tecnologie (with A. Previtero), Divisione Ricerche, SDA Bocconi School of Management (C)
- (2004) ST Microelectronics: la gestione e il finanziamento dell'attività di ricerca all'interno di un'azienda high tech (with A. Dell'Acqua), Divisione Ricerche, SDA Bocconi School of Management (C)
- (2004) Caso Texind (with R. Secchi), SDA Bocconi (C)
- (2004) Caso Sale & Pepe (with E. Baglieri), SDA Bocconi (C)
- (2003) La qualità del servizio: aspetti definitivi e logiche di misurazione, SDA Bocconi (N)
- (2002) Introduzione al Processo di Sviluppo del Nuovo Prodotto, SDA Bocconi (N)
- (2002) L'Organizzazione del Processo di Sviluppo Nuovo Prodotto, SDA Bocconi (N)

### International activities

Participation  
at conferences

- (2009) Open Innovation Summit, 2-4 december, Orlando, Florida
- (2009) XV Scuola ALLG in Ingegneria Gestionale, Bressanone, 14 - 18 September 2009 (40 hours), "La Gestione delle Operations e dei Supply Network"
- (2009) EurOMA Summer School in Operations Management (September 18th) Global production networks, Prof. Kasra Ferdows, Georgetown University - McDonough School of Business
- (2007) 4th APCI Conference on the Challenges of Design Promotion in Europe, Cité des Sciences et de l'Industrie, 8-9 gennaio 2007, Paris
- (2006) Services Sciences, Management and Engineering Conference, Education for the 21st Century, 5 - 7 October 2006, IBM Palisades Conference Center, New York, IBM Almaden Research Center, co.author, poster section
- (2005) 2nd European Forum on Market Driven Supply Chain, 4-5 aprile, Milan, Italy, co-author of the accepted paper
- (2002) 8th International Symposium on QFD, 4-6 Settembre, Munich, Germany, co-author of the accepted paper

According to law 679/2016 of the Regulation of the European Parliament of 27th April 2016, I hereby express my consent to process and use my data provided in this CV

Milan, 14/06/2024

*Silvia Zamboni*