

Giovanni Berti

Lecturer



Knowledge Group: Strategy and Operations

Research Domains: Corporate Strategy

Teaching Domains: Growth Strategy, Strategic & Business Planning,
Corporate Entrepreneurship, High Impact Technologies, New Business
Models

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Biography

Giovanni Berti is a Lecturer of Corporate Strategy at SDA Bocconi School of Management and contract Professor of Corporate Strategy at Università Bocconi.

His collaboration with SDA Bocconi began in 2015, when he joined the strategy and entrepreneurship departments and became a member of the research division. Giovanni has coordinated and conducted major national and international research projects on strategy formulation processes and entrepreneurship in large firms. He has coordinated several education activities for leading multinational Italian companies operating in the infrastructure industry and he teaches executive courses.

His research activities focus mainly on three topics: growth strategies, innovation and corporate entrepreneurship. He is also an expert in analyzing industry evolution, value migration, new business models and structural change in companies and sectors. He has studied these issues in greater depth in the infrastructure, industrial and retail sectors.

Giovanni earned a degree in Management and Business Administration from Università Bocconi and a full-time Master in Business Administration from SDA Bocconi School of Management. He has worked in management consulting dealing with extraordinary transactions, he has successfully managed companies active in the beverage industry and he is a partner in an innovation factory and the CEO of an innovative start-up.