

Paolo Guenzi

Associate Professor



Knowledge Group: Marketing

Research Domains: Sales

Teaching Domains: Sales Management, Key Account Management,
Marketing Management, Marketing & Sales Integration

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Biography

Paolo Guenzi è Professore Associato del Dipartimento di Marketing presso l'Università Bocconi e docente senior dell'Area Marketing della SDA Bocconi.

In SDA Bocconi è stato Direttore dell'Area Marketing. È Direttore del Commercial Excellence Lab di SDA Bocconi, docente nell'Executive MBA e nell'Executive Master in Marketing&Sales, e program director di numerosi corsi sulle vendite. Lavora in progetti di ricerca, formazione e consulenza per numerose aziende operanti nei settori sia business to business che consumer.

Le sue ricerche si concentrano su tre aree fondamentali: sales management, trasformazione digitale delle vendite e marketing relazionale. In particolare si occupa di tutte le leve gestionali che influenzano la performance dei venditori e la commercial excellence, di come gestire la trasformazione digitale delle reti di vendita, dell'impatto dei leader sui risultati delle organizzazioni commerciali e del miglioramento delle relazioni fra marketing e vendite.

È autore di una quarantina di articoli scientifici pubblicati su prestigiose riviste accademiche internazionali quali California Management Review, Journal of the Academy of Marketing Science, Journal of Product Innovation Management, Industrial Marketing Management, European Journal of Marketing, Production and Operations Management, Journal of Business Research, International Journal of Service Industries Management, Journal of Brand management e Journal of Marketing Management. È inoltre autore di una ventina di capitoli in libri nazionali ed esteri, e di numerosi articoli su riviste scientifiche italiane. I suoi libri più recenti sono: La trasformazione digitale delle vendite (Egea, 2021), Gestire le Vendite (Egea, 2015), Leading Teams (Wiley, 2013); Team Leadership (Egea, 2012); Sales Management: A Multinational Perspective, (Palgrave McMillan, 2011). Ha presentato una cinquantina di papers in convegni internazionali soggetti a referaggio, ed ha avuto un blog su Harvard Business Review. È l'unico membro italiano dell'Editorial Board del Journal of Personal Selling & Sales Management. È stato per numerosi anni Chair del track di Personal Selling & Sales management della European Marketing Conference. Ha insegnato in una dozzina di Stati ed è

stato invited speaker in numerose business school internazionali, fra le quali Harvard, Insead, Columbia, London Business School, Cranfield, University College Dublin, Vlerick.

Paolo ha conseguito la Laurea in Marketing e un Dottorato di ricerca in Economia Aziendale entrambi presso l'Università Bocconi e l'ITP (International Teachers Programme) presso l'IMD. Paolo ha due figlie ed è impegnato in progetti di volontariato con la associazione no profit di cui è tra i soci fondatori.

Articles in Scholarly Journals

Global Events Demand Global Data: COVID-19 Crisis Responses and the Future of Selling and Sales Management Around the Globe

ROUZIOU, M., W. BOLANDER, K. PEESKER, P. HAUTAMÄKI, D. RANGARAJAN, M. SAMARAWEEERA, J. BULLEMORE, M. KLEIN, R. AGNIHOTRI, K. B. JENSEN, D. P. CLARO, C. FOURNIER, G. R. GONZALEZ, P. GUENZI, S. KADIĆ-MAGLAJLIĆ, C. LAI-BENNEJEAN, W. PALOMINO-TAMAYO, C. RAMOS, L. RYALS, J. SALAS, H. SHI, P. SQUIRE, J. WESTPHAL, "Global Events Demand Global Data: COVID-19 Crisis Responses and the Future of Selling and Sales Management Around the Globe", Journal of International Marketing, 2025, vol. 33, no. 2, pp. 61-82

In search of digital solution sellers: the role of non-monetary motivation and empowering leadership behaviors

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The relationship between digital solution selling and value-based selling: a motivation-opportunity-ability (MOA) perspective

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Mastering the Digital Transformation of Sales

GUENZI, P., J. HABEL, "Mastering the Digital Transformation of Sales", California Management Review, 2020, vol. 62, no. 4, pp. 57-85

Studying the antecedents and outcome of social media use by salespeople using a MOA framework

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It is all in good humor? Examining the impact of salesperson evaluations of leader humor on salesperson job satisfaction and job stress

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Cognitive and affective determinants of salesforce performance: A two-wave study

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The role of leadership in salespeople's price negotiation behavior

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Top manager dalle vendite con una marcia in più

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Linking Data-Rich Environments with Service Innovation in Incumbent Firms: A Conceptual Framework and Research Propositions

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How to use a sponsorship platform to support an international master brand strategy: the UniCredit UEFA champions league sponsorship

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Organizational drivers of salespeople's customer orientation and selling orientation

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Interpersonal trust in commercial relationships: Antecedents and consequences of customer trust in the salesperson

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Dispersion of influence between Marketing and Sales: Its effects on superior customer value and market performance

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Loyalty building, relational trade-offs and key service employees: the case of radio DJs

ARBORE, A., P. GUENZI, A. ORDANINI, "Loyalty building, relational trade-offs and key service employees: the case of radio DJs", *Journal of Service Management*, 2009, vol. 20, no. 3, pp. 317-341

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The sales function in the twenty-first century: where are we and where do we go from here?

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The impact of strategic account managers' behaviors on relational outcomes: An empirical study

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L'innovazione nei sistemi di offerta delle società di calcio: dagli stadi alle strutture polifunzionali customer-based

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The impact of interpersonal relationships on customer satisfaction and loyalty to the service provider

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L'efficacia del testimonial atleta nelle politiche pubblicitarie aziendali

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I sistemi di controllo della forza di vendita

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Antecedents and consequences of a firm's selling orientation

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Sales Force Activities and Customer Trust

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Il ruolo della forza vendita nella generazione di fiducia del cliente. Un'indagine empirica nelle imprese italiane

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La comunicazione di marketing nei parchi a tema: il caso Gardaland

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Il marketing nel mercato radiofonico: il caso Radio DeeJay

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Il caso Eurodisney

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Practice-Oriented Books

Marketing dell'Ignoranza: Un prodotto Made in Italy di straordinario successo

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Commercial excellence. La scienza dietro l'arte dell'eccellenza commerciale

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La trasformazione digitale delle vendite. Innovare strategie e processi commerciali con le tecnologie

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Leading teams: tools and techniques for successful team leadership from the sports world

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Team Leadership: idee e azioni tra sport e management

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Cases in International Case Collections

Introducing Social Selling with Digital Lead Generation in B2B: The Gewiss SpA Case

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Articles in national/international newspapers

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How students perceive salespeople and the sales job

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Are we Missing the Real Points?

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The impact of sales capabilities on performance

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The Influence of Sales Force Control Systems on Salespeople's Customer-Oriented Selling, Adaptive Selling and Sales Unit Effectiveness

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What can sales managers learn from coaches of professional sport teams?

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Organizational drivers of customer-oriented selling

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