

Marco Aurelio Sisti

Associate Professor of Practice



Knowledge Group: Marketing

Research Domains: Sales

Teaching Domains: Sales Management, B2B Marketing, Channel Management, CRM, Customer-Centric Digital Strategies

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Biography

Marco Aurelio Sisti is an Associate Professor of Practice in Marketing & Sales at SDA Bocconi School of Management and an adjunct professor at Bocconi University, where he teaches topics related to sales and key account management.

At SDA Bocconi, he serves as the Director of EMMS/Executive Master International in Marketing & Sales in partnership with Esade Business School. He is also a teacher and director of various executive programs, including Open Programs, Custom Programs, and Master's programs (Executive MBA, Full-Time MBA, and specialized programs).

He co-founded the Commercial Excellence Lab (CEL), a research and innovation laboratory at SDA Bocconi established in partnership with leading international companies. He has been responsible for custom training in Marketing & Sales and has coordinated the International Channel & Retail Academy and the Marketing Community at SDA Bocconi. With extensive experience in executive education and consulting projects across various sectors, including automotive, industrial manufacturing and services, fashion, FMCG, telecommunications, and healthcare, his expertise lies in marketing and sales management, with a focus on sales management, key account management, commercial excellence, marketing strategy, digital sales transformation, sales enablement, CRM, value and customer management, and retail management.

Author of essays and articles on the topics he covers, he has recently published texts/chapters such as "Manager del futuro" (2023), "Gestire le Vendite – L'eccellenza nel Sales Management" (2020), "La centralità del cliente nell'era digitale: nuove sfide per la forza commerciale" (2018), "Commercial Excellence – Tra arte e scienza" (2017), "Store Management" (2015), "Marketing & Sales Excellence" (Egea 2014), and "Sales Management – A multinational perspective" (2010, Palgrave MacMillan).

Recently, he has conducted important research with colleagues from the Commercial Excellence Lab on cutting-edge sales topics, including Omnichannel Experience (2023-2022), Mastering the new normal in sales organizations (2021), Covid 19 & Remote Selling (2021), DCT - Digital Commercial Transformation

(2019), and SCM Sales Content Management (2018). He has been a visiting professor of marketing & sales management at various international institutions and a member of the AKAM Association for Key Account Management. Until 2015, he held the marketing chair at LUM University in Casamassima. He has received numerous teaching and executive program excellence awards at SDA Bocconi and earned his degree in economics from Bocconi University. He holds an ITP Certificate (International Teachers Programme) from IMD in Lausanne.

On a personal level, he is deeply passionate about photography, travel, and nature excursions (hiking and mountain biking) and enjoys both winter and water sports, including sailing, windsurfing, and surfing, some of which he practiced at a competitive level for an extended period.

Other

The evolution of the sales function in the transformation of B2B

SISTI, M. A., "The evolution of the sales function in the transformation of B2B", SDA Bocconi Insight - Podcast, 16 May 2022

Contribution to Chapters, Books or Research Monographs

Marketing & Sales: trasformazione, sfide e competenze

SISTI, M. A., "Marketing & Sales: trasformazione, sfide e competenze" in Manager del Futuro., E. Baglieri (Ed.), Egea, chap. 6, pp. 95-107, 2022

La centralità del cliente nell'era digitale: nuove sfide per la forza commerciale

SISTI, M. A., "La centralità del cliente nell'era digitale: nuove sfide per la forza commerciale" in Marketing. Una disciplina fantastica. Omaggio a Enrico Valdani., B. Busacca, M. Costabile (Eds.), Egea, pp. 473-484, 2018

Organizzare e gestire il personale commerciale per il successo del punto vendita

SISTI, M. A., "Organizzare e gestire il personale commerciale per il successo del punto vendita" in Store Management. Il punto vendita come luogo di esperienze e di relazioni - IV Ed., S. Castaldo, C. Mauri (Eds.), Franco Angeli, chap. 10, pp. 335-353, 2017

Designing and implementing a key account management strategy

SISTI, M. A., "Designing and implementing a key account management strategy" in Sales Management: A Multinational Perspective., P. Guenzi, S. Geiger (Eds.), Palgrave Macmillan, pp. 71-96, 2011

L'eccellenza nel channel & retail management in IBM

GELOSA, E., G. GROAZ, M. A. SISTI, "L'eccellenza nel channel & retail management in IBM" in Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo., F. Ancarani (Ed.),

Egea, pp. 163-168, 2011

L'eccellenza nel channel & retail management in Prenatal

CHIEPPA, R., M. A. SISTI, "L'eccellenza nel channel & retail management in Prenatal" in Marketing & sales excellence. Come trasformare competenze di marketing in performance di successo., F.Ancarani (Ed.), Egea, pp. 172-180, 2011

Il piano di marketing

SISTI, M. A., "Il piano di marketing" in Marketing e fiducia., S. Castaldo (Ed.), Il Mulino, 2009

Articles in Scholarly Journals

Dieci aree di azione per ridisegnare la funzione vendite

CAIOZZO, P., L. , I. M. COLM, P. GUENZI, M. A. SISTI, "Dieci aree di azione per ridisegnare la funzione vendite", Economia & Management, 2022, no. 4, pp. 83-91

Le 7S della sales transformation

GUENZI, P., M. A. SISTI, "Le 7S della sales transformation", Economia & Management, 2017, no. 1, pp. 36-44

Formazione e ricerca internazionale sul channel marketing & retail management

SISTI, M. A., "Formazione e ricerca internazionale sul channel marketing & retail management", Economia & Management, 2011, no. 4, pp. 46-47

Key Account Management: la gestione della clientela strategica nella prospettiva relazionale

SISTI, M. A., "Key Account Management: la gestione della clientela strategica nella prospettiva relazionale", Micro & Macro Marketing, 2004, vol. 2, pp. 275-296

Edited Books

Gestire le vendite. L'eccellenza nel sales management. Il edizione

SISTI, M. A., P. GUENZI, P. CAIOZZO (Eds.), "Gestire le vendite. L'eccellenza nel sales management. Il edizione" - 2020, Egea, Milano, Italy