

# Vittoria Veronesi

Associate Professor of Practice



**Knowledge Group:** Strategy and Operations

**Research Domains:** Innovation

**Teaching Domains:** Asset Pricing, Change Management, Operations

**vittoria.veronesi@unibocconi.it**

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## Biography

Vittoria Veronesi is an Associate Professor of Practice in Operations and Technology at SDA Bocconi School of Management. She is an Adjunct Professor of Technology, Innovation and Operations Management and Business Strategy in Creative Industries at Università Bocconi.

At SDA Bocconi she is Director of the Eni Program for Management Development and Director of the Altagamma Academy and was the Director of the Master of Management in Food and Beverage. She is an Official Faculty Member for MAFED (Master in Fashion Experience and Design), and MBA (Luxury Business Management track). She has conducted numerous research and education projects with companies belonging to the food & beverage and fashion & luxury sectors.

Her research activities focus on supply chain management strategy and design and on operations management. Recently, she has focused her research on studying the factors determining Italian Excellence and the link with those which characterize Operations Excellence in the food and beverage industry.

She is the author of numerous books and articles on her subjects of interest. Her works have been published in *Economia & Management* and *Logistica & Management*, among others. She works with the research center CRITOM (Center for Research into Innovation, Technology and Operations Management) of the Istituto di Economia e Gestione delle Imprese and with SPACE (Centro Europeo per gli Studi sulla Protezione Aziendale). She has been a member of the Board of Directors of Zeroquattro Logistica S.r.l., a company which offers integrated logistics services to the fresh food market. In July 2015, she attended GloColl, the Global Colloquium on participant-centered learning, at Harvard Business School.

Vittoria earned a degree in Civil Engineering from the Università degli Studi di Brescia, a Master in Economics and Environmental Management from Università Bocconi and a Ph.D. in Logistics and Supply Chain Management from the Università di Bergamo, in collaboration with the Massachusetts Institute of Technology (MIT, Boston) and the Zaragoza Logistic Centre (Spain).

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## Articles in Scholarly Journals

### **Artification-Based Philanthropy at Ornellaia: “Vendemmia d’artista” Supports the “Mind's Eye” Program of the Guggenheim Museum**

CITO, M. C., V. VERONESI, "Artification-Based Philanthropy at Ornellaia: “Vendemmia d’artista” Supports the “Mind's Eye” Program of the Guggenheim Museum", Journal of Philanthropy and Marketing, 2024, vol. 29, no. 4, pp. e1880

### **Strategie di successo per l’agroalimentare**

VERONESI, V., G. B. PIROTTI, E. DE ANGELIS CORVI, "Strategie di successo per l’agroalimentare", Economia & Management, 2021, no. 3, pp. 40-43

### **Quale supply chain**

VERONESI, V., "Quale supply chain", Economia & Management, 2018, no. 4, pp. 31-34

### **Operations & innovation management: alcuni casi di successo**

GALLMANN, F., V. VERONESI, S. ZAMBONI, "Operations & innovation management: alcuni casi di successo", Economia & Management, 2007, no. 3, pp. 45-52

### **La liberalizzazione della distribuzione dei farmaci da banco**

BAGLIERI, E., V. VERONESI, R. SECCHI, "La liberalizzazione della distribuzione dei farmaci da banco", Economia & Management, 2007, no. 4, pp. 15-21

### **L'istituzione della banca dati centrale**

VERONESI, V., "L'istituzione della banca dati centrale", Economia & Management, 2005, no. 3, pp. 50-52

### **Nuovi scenari nella filiera del farmaco. I trend che stanno riconfigurando la filiera**

SECCHI, R., V. VERONESI, "Nuovi scenari nella filiera del farmaco. I trend che stanno riconfigurando la filiera", Economia & Management, 2005, no. 3, pp. 46-47

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## Practice-Oriented Books

### **The Evolution of Made in Italy: Case studies on the Italian Food and Beverage Industry**

VERONESI, V., M. SCHIAVELLO - "The Evolution of Made in Italy: Case studies on the Italian Food and Beverage Industry" - 2023, Springer International Publishing

### **Dieci regole per innovare. Casi di successo dal progetto Best Innovation Award**

BAGLIERI, E., V. VERONESI, S. ZAMBONI, L. MERLINI - "Dieci regole per innovare. Casi di successo dal progetto Best Innovation Award" - 2009, Egea, Milano, Italy

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## Contribution to Chapters, Books or Research Monographs

### **La supply chain nel settore alimentare**

VERONESI, V., "La supply chain nel settore alimentare" in Smart City. L'evoluzione di un'idea., G. F. Ferrari (Ed.), Mimesis Edizioni, chap. 6, pp. 603-626, 2020

### **Granarolo**

SECCHI, R., V. VERONESI, "Granarolo" in Supply chain management e made in Italy., R. Secchi (Ed.), Egea, pp. 115-134, 2012

### **Lavazza**

VERONESI, V., R. SECCHI, "Lavazza" in Supply chain management e made in Italy., R. Secchi (Ed.), Egea, pp. 135-152, 2012

### **Luxottica**

VERONESI, V., R. SECCHI, "Luxottica" in Supply chain management e made in Italy., R. Secchi (Ed.), Egea, pp. 223-240, 2012

### **Piquadro**

VERONESI, V., R. SECCHI, "Piquadro" in Supply chain management e made in Italy., R. Secchi (Ed.), Egea, pp. 241-252, 2012

### **Loro Piana**

GALLMANN, F., V. VERONESI, "Loro Piana" in Supply Chain Management e Made in Italy., R. Secchi (Ed.), Egea, chap. 10, pp. 205-222, 2012

### **L'acquisto dei servizi di facility management**

DELLANTONIO, M., V. VERONESI, S. ZAMBONI, "L'acquisto dei servizi di facility management" in Acquistare prodotti e servizi. Processi, logiche e soluzioni gestionali., Giuseppe Stabilini (Ed.), Etas Libri, 2005

### **Il recupero dell'alluminio**

VERONESI, V., A. RUSSO, "Il recupero dell'alluminio" in I mercati del recupero. Un'analisi di sistema., S. Pogutz, A. Tencati (Eds.), Maggioli Editore, pp. 37-52, 2003

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## Cases in International Case Collections

### **Redesigning the Lavazza Logistics Network**

VERONESI, V. - "Redesigning the Lavazza Logistics Network" - 2019, The Case Centre, Great Britain

### **A second life for off-shore platforms: the ENI case**

FIORILLO, V., V. VERONESI - "A second life for off-shore platforms: the ENI case" - 2013, The Case Centre, Great Britain

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## Other

### **Italian Excellence nel food & beverage: Come costruire meraviglia**

VERONESI, V., G. B. PIROTTI, "Italian Excellence nel food & beverage: Come costruire meraviglia", Economia & Management Plus, 15 October 2019

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## Research Notes or short Articles in Journals

### **Igor: dal borgo natio al villaggio globale**

VERONESI, V., "Igor: dal borgo natio al villaggio globale", Economia & Management Plus, 2016

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## Proceedings/Presentations

### **Managing Fashion Products' Exclusivity and Availability: a SCM Perspective, Book of Proceedings**

VERONESI, V., "Managing Fashion Products' Exclusivity and Availability: a SCM Perspective, Book of Proceedings" in 5th Annual International Workshop on Luxury Retail, Operations and Supply Chain Management - May 25-27, 2015, Milano, Italy

### **The Adoption of Collaborative Practices: A Survey on the Pharmaceutical Supply Chain**

SECCHI, R., V. VERONESI, "The Adoption of Collaborative Practices: A Survey on the Pharmaceutical Supply Chain" in 22th Industrial Marketing and Purchasing Group Conference 'Opening the network' - September 7-9, 2006, Milano, Italy

### **The Italian approach to the Facility Management: results of a field research**

VERONESI, V., S. ZAMBONI, "The Italian approach to the Facility Management: results of a field research" in Services Sciences, Management and Engineering Conference - Education for the 21st Century - October 5-7, 2006, New York, United States of America

### **Traffic emission abatement strategies: Brescia metropolitan area cases study**

VERALDI, S., V. VERONESI, M. VOLTA, "Traffic emission abatement strategies: Brescia metropolitan area cases study" in Automation and Decision-Making, 2000, Milano, Italy

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## Research Monographs

### **Competere con la logistica. Esperienze innovative nella supply chain alimentare**

BETTUCCI, M., R. SECCHI, V. VERONESI - "Competere con la logistica. Esperienze innovative nella supply chain alimentare" - 2009, Egea, Milano, Italy