



Stefano Magistretti, Ph.D.

E-MAIL: stefano.magistretti@polimi.it

Nationality: Italian

LinkedIn: <https://www.linkedin.com/in/stefano-magistretti-39162957/>

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=57190389248>

Scholar: <https://scholar.google.com/citations?user=AV-yOI0AAAAJ&hl=it>

Stefano Magistretti, Ph.D. is Senior Assistant Professor (Tenured) at the School of Management of Politecnico di Milano since October 2022. Stefano's research focuses on exploring the link between Design Science and Entrepreneurship to understand how design principles and practices can enable more meaningful innovation for end users. Through this perspective, his research aims to shed light on how design science and design practices can support the process of envisioning future society and tackles challenges that are within the current world. This perspective taps into the contemporary global context, where individuals and organizations need to adopt a speculative way of thinking to imagine new usage of the information and data at their disposal. In doing so, they envision the future to tackle today's grand societal challenges and needs through innovation.

Previously (2019-2022) he served as Assistant Professor at the School of Management of Politecnico di Milano where he developed research on Design Thinking and how this approach can foster innovation. A particular focus has been given to the perspective on how to humanize digital technologies through design thinking. He studied Artificial Intelligence and big data. (please refer to the complete list of publications proposed in academic contributions below: articles 1; 2; 3; 4; 6).

During his Ph.D. (2015-2019), Stefano researched the role that design management and the design thinking approach can play in shaping and influencing the development of digital technologies. The title of the Ph.D. thesis – "Technology Steering: discovering quiescent meanings in technology" – is representative of the focus of the research, namely on the discovery of innovation opportunities embedded within different technologies. During the years, Stefano contributed to different articles as a lead as well as contributing author (please refer to the complete list of publications proposed in academic contributions below: articles 1; 4; 11; 13; 15; 17; 18).

Since January 2017, Stefano has been taking care of the Research Direction at the Design Thinking for Business Observatory, an applied research group aimed at fostering the dissemination and adoption of design thinking practices at the national level. The last five editions of the observatory aimed at first, map the ecosystem of design thinking, understand the link between design thinking and digital technologies (e.g., artificial intelligence, Big Data and augmented reality) and in investigating the transformation of design thinking. Stefano started as a Senior Researcher in the platform, where he performed initially research for the community and supported the organization of community initiatives. In 2019 he became responsible for the Research Platform Development, integrating to the previous tasks also the funds raising and the orchestration of the consortia. In 2022, with the planning and designing of the sixth edition he took the role of Director of the research supporting the team in crafting the new year of activities and engaging companies in being part of it. The project is carried out in

collaboration with a number of different organizations such as Artsana Group, Assist Digital, Avanade, Banca Popolare di Sondrio, BCG Platinion, Bip Human Capital, Deloitte Digital, Design Group Italia, Digital Entity, Frog by Capgemini Invent, E-on, Edison, Electrolux, Enel, Engineering, Enhancers, Eni, Intesa San Paolo, Poste Italiane, PwC, Roche, Sketchin, Sogei, Steelcase, TIM, Triplesense Reply, UnipolSai.

In respect of this activities Stefano contributed to different articles resulting from these activities (please refer to the complete list of publications proposed in academic contributions below: articles 2; 3; 5; 6; 9; 12).

From January 2019, he has been a member of the dt4b international research platform. The objective of this project is to share the understanding of Design Thinking principles and practices across top international management schools and scholars (i.e., Politecnico di Milano – School of Management, Delft University of Technology – Industrial Design Engineering, Imperial College Business School, Reykjavik University – Center for Research on Innovation, Entrepreneurship, Stockholm School of Economics – House of Innovation, College of William & Mary – Raymond A. Mason School of Business, Aston business School – UK).

In respect of this activities Stefano contributed to different articles resulting from these activities (please refer to the complete list of publications proposed in a separate file: article 4 and several conference paper that are now in the process of review).

Stefano also contributed to research on digital economy with a focus on digital platforms, and digital technologies that sees him exploring different approaches and techniques of research. In respect of this activities Stefano contributed to different articles resulting from these activities (please refer to the complete list of publications proposed in academic contributions below: articles 7; 8; 15).

Besides his research interests, Stefano has developed thorough teaching experience in both undergraduate and executive education. In the undergraduate programs, Stefano serves as appointed lecturer in the faculty of Design of Politecnico di Milano for the “Strategy, Economics and Project management” course in the Bachelor of Science in Communication Design since February 2020. Since 2016, he also serves as a teaching assistant at the “Management of Design and Innovation Projects” elective course at the Master of Science in Management Engineering. In the years prior to his Assistant professorship, Stefano also served as a teaching assistant at the “Leadership and Innovation” core course at the Master of Science in Management Engineering, and at the “Design Strategy” course in the Design Management, Innovation and Entrepreneurship major of the Master of Science in Management Engineering.

For what concerns executive education, since 2016 Stefano has been involved in several executive education programs at Politecnico di Milano’s MIP Politecnico di Milano graduate School of Business– e.g., the Executive MBA full- and part-time programs, the international MBA program, the Advanced Master in Innovation and Entrepreneurship – teaching topics related to Design Thinking and Innovation Management. He is also Co-director of the Master in Product Management and UX Design, and the Master Entrepreneurship and Design for sustainability two joint graduate programs with SKEMA Business School and POLI.design (Politecnico di Milano).

He also served as a lecturer in international business schools such as the joint MGMLuxMG program with SP Jain Business School, courses held in Mumbai, India, and at the Win Top MBA program in Shanghai, China.

Finally, he has been also part of three different H2020 EU Projects: Interconnect and LTM Light. Touch. Matters, and Design for Enterprises.

Education

2015-2019: Politecnico di Milano, Milano

Doctor of Philosophy (Ph.D.) in Management, Economics, and Industrial Engineering

Cum Laude

Thesis: "Technology Steering: discovering quiescent meanings in technology"

Supervisor: Prof. Dell'Era Claudio, Prof. Roberto Verganti

2013-2015: Politecnico di Milano, Milano

Master of Science degree in ICT & business management – Management engineering

Graduation Grade 110/110

Thesis: "Exploring the Impacts of Corporate Governance Systems on Competitive Performances in Design-Intensive Firms",

Supervisor: Prof. Dell'Era Claudio

Co-supervisors: Prof Federico Frattini and Prof. Alfredo De Massis

2010- 2013: Politecnico di Milano, Milano

Bachelor of Science degree in Management engineering

Thesis: "Business Game", supervisor: Prof.ssa Caridi

2005-2010: High school certificate in Liceo Scientifico. High school Vittorio Bachelet, Oggiono

July-August 2009: **Summer Enrichment Program**, DePaul University, Chicago USA

Attended the summer enrichment program at DePaul University, in a class with students coming from 14 different countries. Particular attention and focus were given to acquiring multicultural communication skills.

Academic Activities

RECENT ACADEMIC PUBLICATIONS

The complete list of publications is provided below.

1. Magistretti, S., Ardito, L., & Messeni Petruzzelli, A. (2021) Framing the Microfoundations of Design Thinking as a Dynamic Capability for Innovation: Reconciling Theory and Practice. *Journal of Product Innovation Management*, <https://doi.org/10.1111/jpim.12586>
2. Magistretti, S., Pham, C. T. A., & Dell'Era, C. (2021) Enlightening the dynamic capabilities of design thinking in fostering digital transformation. *Industrial Marketing Management*, 97, 59-70. <https://doi.org/10.1016/j.indmarman.2021.06.014>
3. Magistretti, S., Bianchi, M., Calabretta, G., Candi, M., Dell'Era, C., Stigliani, I., & Verganti, R. (2021). Framing the multifaceted nature of design thinking in addressing different innovation purposes. *Long Range Planning*, 102163. <https://doi.org/10.1016/j.lrp.2021.102163>

CONFERENCE ACTIVITIES

Member of the following associations:

- Academy of Management (AOM) from 2022
- Associazione italiana di Ingegneria Gestionale (AiIG) from 2016
- EIASM - Innovation and Product Development Management (IPDM) from 2016
- R&D Management 2018 and 2022
- Academy of Design Innovation Management (ADIM) 2017-2021
- Design Research Society (DRS) 2017-2021

Presenter at the above conferences with more than 20 Articles, proposed in a separate file.

Member of the Organizing Committee of the following Conferences:

- Innovation and Product Development Management Conference (IPDMC) 2021 - Milan
- Continuous Innovation Network, (CINet) Conference 2020 - Milan
- DMA Collective Barcellona 2018

Track Organizer and Track Chair in the following International Conferences:

- Innovation and Product Development Management Conference (IPDMC) 2021 in Milan, Italy
- Continuous Innovation Network (CINet) 2020 in Milan, Italy
- Academy of Design Innovation Management (ADIM), 2019 in London, UK
- Annual scientific Research Meeting of the AiIG 2019 in Turin, Italy
- R&D Management Conference 2018 in Milan, Italy
- Design Management Academy (DMA) 2017 in Hong Kong, HK

EDITORIAL ROLES

Member of the Editorial Board of *Creativity and Innovation Management Journal* since September 2021

Social Media Editor for *Innovation: Organization and Management Journal* since June 2022

REVIEWER FOR:

- Journal of Management Studies
- Journal of Product Innovation Management
- California Management Review
- Technovation
- Small Business Economics
- R&D Management Journal
- Industry & Innovation
- Creativity and Innovation Management
- International Journal of Operations and Production Management
- Business Process Management Journal
- European Journal of Innovation Management
- International Journal of Innovation and Technology Management
- European Journal of Marketing

Since 2017 Stefano has completed over 150 reviews.

<https://www.webofscience.com/wos/author/record/1052195>

Research Activities

TENURED ASSISTANT PROFESSOR, SCHOOL OF MANAGEMENT, POLITECNICO DI MILANO (RTDB)

2022-on-going: Innovation and Design Management, with a particular focus on Future-Making, Design Thinking and Artificial Intelligence.

Supervisor of more than 3 Master Thesis

Co-Supervisor of three Ph.D. Thesis

ASSISTANT PROFESSOR, SCHOOL OF MANAGEMENT, POLITECNICO DI MILANO (RTDA)

2020-2022: Innovation and Design Management, with a particular focus on Design Thinking and Agile Innovation methodologies.

Supervisor of more than 15 Master Thesis

Co-Supervisor of two Ph.D. Thesis

POST-DOC RESEARCHER, SCHOOL OF MANAGEMENT, POLITECNICO DI MILANO

2019-2020: investigating how Design Thinking and design methodologies can foster digital innovation.

Co-supervisor of more than 30 Master Thesis

VISITING PHD STUDENT, DELFT UNIVERSITY OF TECHNOLOGY, TU DELFT

August 2017 – January 2018: Visiting Ph.D. student within the Industrial Design Engineering department at TU Delft, NL. Hosted by Prof. Maaïke Kleinsmann and Prof. Erik Jan Hultink.

During the visiting period Stefano supported the Strategic Project Design course with both lectured and tutoring of projects, as well as, research activities with Ford Innovation and Philips Design.

RESEARCH DIRECTION WITHIN THE DIGITAL INNOVATION OBSERVATORIES

Stefano supported the activities of the Design Thinking for Business Observatory within the School of Management of Politecnico di Milano. <https://www.osservatori.net/it/ricerche/osservatori-attivi/design-thinking-for-business>

May2022-present: Research Direction, responsible for directing the research activities within the Observatory and in orchestrating the Partnerships and Sponsorship, moreover, guides the team of senior researchers and internship students working in the Observatory.

April 2019- May2022: Research Platform Development, responsible for managing the Partners and Sponsors and for designing the research activities within the consortium.

January 2017- April 2019: Senior Researcher focusing on research and publication of reports and articles describing the evolution of the methodology in the Business World.

RESEARCH LEADIN' LAB LEADERSHIP DESIGN AND INNOVATION LABORATORY, SCHOOL OF MANAGEMENT POLITECNICO DI MILANO

June 2017-present: Senior Researcher in the Laboratory founded by Prof. Roberto Verganti, Prof. Tommaso Buganza, Prof. Claudio Dell'Era and Prof. Emilio Bellini, within the School of Management Politecnico di Milano with a strong interest in Design and Innovation <https://www.leadin-lab.polimi.it/>

In the group Stefano, as a senior researcher, support the activity of the group in both teaching, corporate education initiatives and research projects. Moreover, he co-supervises two Ph.D. candidates.

November 2019: Co-supervisor of a Ph.D. Candidate Cristina Tu Anh Pham on the Ph.D. thesis entitled Creative Logics in Problem Framing. The thesis is a joint Doctoral program with the Design Department at Politecnico di Milano.

January 2022: Co-supervisor of an Industrial Ph.D. Chiara Esposito on the Ph.D. thesis entitled Reshape Co-Design for healthcare. The thesis is a joint Doctoral program with the industrial partner Roche Italia.

MEMBER, DT4B INTERNATIONAL RESEARCH PLATFORM

January 2018- dt4b is an International Research platform that sees the involvement of the following institutions over the years:

- Politecnico di Milano – School of Management
- Delft University of Technology – Industrial Design Engineering
- Imperial College Business School
- Reykjavik University – Center for Research on Innovation, Entrepreneurship
- Stockholm School of Economics – House of Innovation
- College of William & Mary – Raymond A. Mason School of Business.
- Aston business School - UK

<https://www.dt4b.polimi.it/team/>

RESEARCH IN COLLABORATION WITH ORGANIZATIONS THAT LEAD TO JOINT PUBLICATIONS

JOHNSON & JOHNSON

From 2019, Stefano, collaborated intensively with managers of Johnson and Johnson to understand how design sprint and design thinking mindset can be implemented within the R&D department of the company. The collaboration brought to the publication of an article co-authored with managers from the company.

Magistretti, S., Allo, L., Verganti, R., Dell’Era, C., & Reutter, F. (2021). The microfoundations of design sprint: how Johnson & Johnson cultivates innovation in a highly regulated market. *Journal of Knowledge Management*.

HIT INNOVATION TRENTO HUB

Stefano collaborated intensively with managers of HIT to understand how Design Sprint can support SMEs and other organizations to innovate.

Magistretti, S., Dell’Era, C. & Doppio, N. (2020) Design sprint for SMEs: an organizational taxonomy based on configuration theory. *Management Decision*, 58(9), 1803-1817. <https://doi.org/10.1108/MD-10-2019-1501>

Projects

NOVEMBER 2019-PRESENT: INTERCONNECT H2020

European project which aims to develop and demonstrate advanced solutions for the digitalization of the electricity sector, which involved 50 EU Partners.

OCTOBER 2015-JULY 2016: LIGHT.TOUCH.MATTERS THE PRODUCT IS THE INTERFACE

European project in which designers and material researchers joined forces to develop a completely new generation of smart materials that can sense touch and respond with luminescence. Participation in several Workshop with different actors from several nations of the EU community:

Designers (Diffus Design, Fjord, Fuelfor Design, GradoZero, Lamb Industries, Minima Design, Pilotfish, Studio Edelkort, Van Berlo)

Facilitators (Bax & Williems, Brunel University, Material ConneXion, Politecnico di Milano, University College London, University of Technology Delft)

Material Scientists (Aito Interactive, Brunel University, Holst Centre, Delft University of Tehcnology)

TUTOR AND LECTURER IN THE DESIGN FOR ENTERPRISES EU PROJECT H2020:

March 2016-June 2018: Lecturer in **6 editions** both short and long edition of the tutoring project:

- Latvia (2016/2017)
- Sofia (2016/2017)
- Thessaloniki (2016)
- Helsinki (2018)

CONSULTING PROJECTS

February 2016-present: collaboration to help companies achieve strategic innovation leveraging design methodologies and approaches

Projects:

MSC Cruise: redefining the innovation strategy in terms of IT experience on the forthcoming 5 new ships of MSC Cruise in collaboration also with Deloitte Digital.

STOLT: design the new digital experience in the chemical shipment industry

October 2015-ongoing: *Fluidtravel*, Tour operator agency. The aim of the project is to change the way people choose destinations using the new possibilities offered by smart technologies. Along the years a different series of sub projects have been supported. From website creation to the mobile app launch to internal re-organization of business units.

Teaching

TENURED ASSISTANT PROFESSOR, SCHOOL OF MANAGEMENT, POLITECNICO DI MILANO (RTDb)

2022-on-going: Innovation and Design Management, with a particular focus on Future-Making, Design Thinking and Artificial Intelligence.

Courses taught:

- **Strategia ed Economia del Progetto, Bachelor of Science in Communication Design, School of Design, Politecnico di Milano**

Number of Editions: 1

Starting from February 2023

227 students

- **Agile Innovation, Master of Science Management Engineering, Politecnico di Milano**

Number of Editions: 1

Starting from February 2023

70 students

ASSISTANT PROFESSOR, SCHOOL OF MANAGEMENT, POLITECNICO DI MILANO (RTDA)

2020-2022: Innovation and Design Management, with a particular focus on Design Thinking and Agile Innovation methodologies.

Courses taught:

- **Strategia ed Economia del Progetto, Bachelor of Science in Communication Design, School of Design, Politecnico di Milano**

Number of Editions: 2

Starting from March 2020

187 students (2020-2021) 213 students (2021-2022)

Student evaluation: 3.2/4

TEACHING ASSISTANT, SCHOOL OF INDUSTRIAL AND INFORMATION ENGINEERING, POLITECNICO DI MILANO

October 2015-present

Courses

- **Leadership and Innovation** (avg. 220 students), Master of Science in Management Engineering

Number of Editions: 5

Starting from March 2016

- **Agile Innovation (former Management of Design and Innovation Project** (avg. 80 students)), Master of Science in Management Engineering

Number of Editions: 7

Starting from March 2016

- **Design Strategy and Economics of Innovation** (avg. 100 students), Master of Science in Management Engineering

Number of Editions: 2

Starting from September 2016

CORE FACULTY MIP POLITECNICO DI MILANO GRADUATE SCHOOL OF BUSINESS, POLITECNICO DI MILANO

MIP Politecnico di Milano graduate School of Business is the Business School of the Politecnico di Milano. For more than 40 years, MIP Politecnico di Milano graduate School of Business has been engaged in providing management training programmes for graduates, professionals, companies, institutions, and public administrations.

Over the years the school received the following accreditations: AACSB, ASFOR, EQUIS, AMBA, EOCCS

<https://www.gsom.polimi.it/en/>

January 2019-present: *Core faculty*, in the field of Design and Innovation Management with a particular focus on Design Thinking, Design Sprint and Innovation Management

January 2016-2019: *Lecturer*, in the field of Design and Innovation Management with a particular focus on Design Thinking, Design Sprint and Innovation Management

Program Director:

- **Master in Product Management and UX Design,**
Co-director of a joint graduate program with SKEMA business school and POLI.design starting from January 2022 (MIP Politecnico di Milano)
- **Master in Entrepreneurship and Design for Sustainability,**
Co-director of a joint graduate program with SKEMA business school and POLI.design starting from January 2023 (MIP Politecnico di Milano)

Courses:

- **EMBA** (Executive Master in Business Administration)
Number of Editions: 3 Part Time EMBA; 2 EMBA Serale
Design Thinking Module starting from September 2020
Student evaluation: 4.5/5
- **Flex EMBA** (Executive Master in Business Administration)
Number of Editions: 3
Design Thinking Unit Module starting from October 2020
Student evaluation: 4.6/5
- **iFlex EMBA** (International Flex Executive Master in Business Administration)
Number of Editions: 3
Design Thinking Unit Module starting from October 2020

- **IMBA** (International Full Time Master in Business Administration)
 - Number of Editions: 5*
 - Design Thinking Bootcamp starting from March 2017*
- **Top Win MBA** (International Master in Business Administration), Shanghai China
 - Number of Editions: 2*
 - Design Management Module from July 2019*
- **MBA** (Master in Business Administration)
 - Number of Editions: 3*
 - Design Management Module starting from February 2016*
- **MGLuxM** (Master in Global Luxury Management) in collaboration with SP Jain, Business School, India Mumbai
 - Number of Editions: 10*
 - Design Management Module starting from February 2016*
 - Location: Mumbai*
 - Student evaluation: 4.4/4*
- **AMIE** (Advanced Master in Innovation and Entrepreneurship)
 - Number of Editions: 6*
 - Design Management Module from October 2016*
 - Student evaluation: 4.9/5*
- **MPAM** (Master in Performing Arts Management). Master in collaboration with Accademia Teatro alla Scala di Milano
 - Number of Editions: 2*
 - Design Management Module from February 2016*
- **IM4** (International Master in Multichannel Marketing Management),
 - Number of Editions: 1*
 - Design Management Module from March 2016*
- **IMPM** (International Master in Project Management)
 - Number of Editions: 5*
 - Design Management Module from July 2017*
 - Student evaluation: 5/5*
- **PE INNOVATION AND DESIGN** (Percorso Executive in Innovation and Design Management)
 - Number of Editions: 7*
 - Design Thinking for Business Module from July 2016*

CORPORATE EDUCATION INITIATIVES

January 2018 - present

- Aereoporti di Roma (AdR)
- Abbott
- AirFrance-KLM
- Alpiq
- BNL
- Ceva
- Edison
- Ericsson
- Groupama
- GS1
- IC406
- Italtelco
- Janssen
- Moleskine
- Oracle
- SAP Academy
- Sofidel
- Sorgenia
- Stolt
- TeamSystem
- Techedge

Awards

The article: Magistretti, S., Ardito, L., & Messeni Petruzzelli, A. (2021) Framing the Microfoundations of Design Thinking as a Dynamic Capability for Innovation: Reconciling Theory and Practice. *Journal of Product Innovation Management*, <https://doi.org/10.1111/jpim.12586>

Has been nominated as the Top Cited and Top Downloaded Article in the journal *Product Innovation Management* for the year 2020-2021.

The article: Dell'Era, C., Magistretti, S., Cautela, C., Verganti, R., & Zurlo, F. (2020). Four kinds of design thinking: From ideating to making, engaging, and criticizing. *Creativity and Innovation Management*, 29(2), 324-344.

Has been nominated as the Top Cited Article in the journal *Creativity and Innovation Management* for the year 2020-2021.

ADI Compasso D'Oro XXV Mention for the "The White Book" project

Award winning co-supervisor of a Master Thesis a.a. 2018/2019 in the Laurea Fertoni award. Candidate Alessandro Paravano with the thesis entitled: Exploring the influence of Design Thinking on Stakeholders Engagement in Innovation Projects

Winner of the Funds IDEA League to conduct research at TU DELFT funds for 1.500 Euro

Barzago City Hall, **scholarship**: secondary school (2005) and high school (2010)

Politecnico di Milano Scholarship for merit (2015)

Academic Contributions

SCOPUS H-INDEX: 14

SCOPUS NUMBER OF CITATIONS: 435

SCOPUS PROFILE [HTTPS://WWW.SCOPUS.COM/AUTHID/DETAIL.URI?AUTHORID=57190389248](https://www.scopus.com/authid/detail.uri?authorid=57190389248)

GOOGLE SCHOLAR PROFILE [HTTPS://SCHOLAR.GOOGLE.COM/CITATIONS?USER=AV-YOLOAAAJ&HL=EN](https://scholar.google.com/citations?user=AV-YOLOAAAJ&hl=en)

ARTICLES PUBLISHED IN PEER-REVIEWED ACADEMIC JOURNALS

1. Magistretti, S., Kotlar, J., Cautela, C., & Dell'Era, C., Extending Design Thinking Beyond Product Innovation: The Case of Organizational Innovation at PepsiCo. *California Management Review* – forthcoming.
2. Mortati, M., Magistretti, S., Cautela, C., & Dell'Era, C. (2023). Data in design: How big data and thick data inform design thinking projects. *Technovation*, 102688.
3. Pham, C. T. A., Magistretti, S., & Dell'Era, C. (2023). How do you frame ill-defined problems? A study on creative logics in action. *Creativity and Innovation Management*.
4. Magistretti, S., Sanasi, S., Dell'Era, C., & Ghezzi, A. (2023). Entrepreneurship as design: A design process for the emergence and development of entrepreneurial opportunities. *Creativity and Innovation Management*, 32(1), 5-21.
5. Magistretti, S., Dell'Era, C., Verganti, R., & Bianchi, M. (2022) The contribution of Design Thinking to the R of R&D in technological innovation. *R&D Management*, <https://doi.org/10.1111/radm.12478>
6. Magistretti, S., Ardito, L., & Messeni Petruzzelli, A. (2021) Framing the Microfoundations of Design Thinking as a Dynamic Capability for Innovation: Reconciling Theory and Practice. *Journal of Product Innovation Management*, <https://doi.org/10.1111/jpim.12586>
7. Magistretti, S., Bellini, E., Cautela, C., Dell'Era, C., Gastaldi, L., & Lessanibahri, S. (2022). The perceived relevance of design thinking in achieving innovation goals: The individual microfoundations perspective. *Creativity and Innovation Management*, 31(4), 740-754.

8. Magistretti, S., Pham, C. T. A., & Dell'Era, C. (2021) Enlightening the dynamic capabilities of design thinking in fostering digital transformation. *Industrial Marketing Management*, 97, 59-70. <https://doi.org/10.1016/j.indmarman.2021.06.014>
9. Magistretti, S., Bianchi, M., Calabretta, G., Candi, M., Dell'Era, C., Stigliani, I., & Verganti, R. (2021). Framing the multifaceted nature of design thinking in addressing different innovation purposes. *Long Range Planning*, 102163. <https://doi.org/10.1016/j.lrp.2021.102163>
10. Pham, C. T. A., Magistretti, S., & Dell'Era, C. (2021) The role of design thinking in Big Data innovations. *Innovation: Organization & Management*, <https://doi.org/10.1080/14479338.2021.1894942>
11. Magistretti, S., Allo, L., Verganti, R., Dell'Era, C. & Reutter, F. (2021) The microfoundations of design sprint: how Johnson & Johnson cultivates innovation in a highly regulated market. *Journal of Knowledge Management*, 25 (11), 88-104. <https://doi.org/10.1108/JKM-09-2020-0687>
12. Dell'Era, C., Trabucchi, D., & Magistretti, S. (2021) Exploiting incumbents' potentialities: From linear value chains to multisided platforms. *Creativity and Innovation Management*, <https://doi.org/10.1111/caim.12413>
13. Trabucchi, D. & Magistretti, S. (2020) The battle of superheroes: the rise of the knowledge platform strategy in the movie industry. *Journal of Knowledge Management*, 24 (8), pp. 1881-1898. <https://doi.org/10.1108/JKM-04-2020-0296>
14. Magistretti, S., Dell'Era, C. & Doppio, N. (2020) Design sprint for SMEs: an organizational taxonomy based on configuration theory. *Management Decision*, 58(9), 1803-1817. <https://doi.org/10.1108/MD-10-2019-1501>
15. Magistretti, S., Dell'Era, C., Frattini, F. & Messeni Petruzzelli, A. (2020) Innovation through tradition in design-intensive family firms. *Journal of Knowledge Management*, 24(4), 823-839. <https://doi.org/10.1108/JKM-07-2019-0399>
16. Magistretti, S., Dell'Era, C., & Verganti, R. (2020) Searching for the right application: A technology development review and research agenda. *Technological Forecasting and Social Change*, 151, 119879. <https://doi.org/10.1016/j.techfore.2019.119879>
17. Dell'Era, C., Magistretti, S., Cautela, C., Verganti, R., & Zurlo, F. (2020) Four kinds of design thinking: From ideating to making, engaging, and criticizing. *Creativity and Innovation Management*, 29(2), 324-344. <https://doi.org/10.1111/caim.12353>
18. Magistretti, S., Dell'Era, C., & Verganti, R. (2020) Look for New Opportunities in Existing Technologies: Leveraging Temporal and Spatial Dimensions to Power Discovery. *Research-Technology Management*, 63(1), 39-48. <https://doi.org/10.1080/08956308.2020.1686292>
19. Magistretti, S., Dell'Era, C., De Massis, A., & Frattini, F. (2019) Exploring the relationship between types of family involvement and collaborative innovation in design-intensive firms: insights from two leading players in the furniture industry. *Industry and Innovation*, 1-31. <https://doi.org/10.1080/13662716.2019.1623762>

20. Magistretti, S., Dell’Era, C. & Messeni Petruzzelli, A. (2019) How intelligent is Watson? Enabling digital transformation through artificial intelligence. *Business Horizons*, 62(6), 819-829.
<https://doi.org/10.1016/j.bushor.2019.08.004>
21. Magistretti, S., Trabucchi, D., Dell’Era, C. & Buganza, T., (2019) A New Path Toward a Hybrid Model: Insights from PwC’s Italian Experience Centre. *Research-Technology Management*, 62(5)
doi:10.1080/08956308.2019.1638223
22. Magistretti, S., & Dell’Era, C. (2019) Unveiling opportunities afforded by emerging technologies: evidences from the drone industry. *Technology Analysis & Strategic Management*, 31(5), 606-623.
<https://doi.org/10.1080/09537325.2018.1538497>
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CONFERENCE PROCEEDINGS

1. Dell’Era, C., Beltagui, A., Calabretta, C., Candi, M., Magistretti, S., Scott, S., & Verganti, R. (2021) Exploring the Problem Space to Radically Innovate through Design Thinking: The role of Data Technologies. 28th Innovation and Product Development Conference. Milan, June 2021
2. Pham, C., Magistretti, S., & Dell’Era, C. (2021). Unfolding the cognitive styles in search and recombination. XXX Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale. Napoli, October 2021.
3. Pham, C., Magistretti, S., & Dell’Era, C. (2020). Opening the Black Box of Search & Recombination: the Cognitive Styles of Individual Creativity. 28th Innovation and Product Development Conference. Milan, June 2021
4. Magistretti, S., Sanasi, S., Dell’Era, C., & Ghezzi, A., Entrepreneurship through design: conceptualizing a design process for entrepreneurial cognitions on opportunities. Symposium on Entrepreneurship and Design of the Journal of Business Venturing Design (JBVD) - Junior Scholar Edition - Online - 9 September 2021
5. Bianchi, M., Calabretta, C., Candi, M., Dell’Era, C., Magistretti, S., Stigliani, I., Scott, S., & Verganti R (2020). Empowering Design Thinking in Achieving Radical Innovation Through Digital Technologies. 27th Innovation and Product Development Conference. Go Virtual, June 2020
6. Trabucchi, D., & Magistretti, S. (2020). Iron Man VS Batman and Wolverine: what creative industries can teach in designing platforms. 27th Innovation and Product Development Conference. Go Virtual, June 2020
7. Magistretti, S., Pham, C., & Dell’Era, C. (2020). Humanizing Digital Transformation Through Design Thinking. 27th Innovation and Product Development Conference. Go Virtual, June 2020
8. Magistretti, S., Cautela, C., Dell’Era, C., Gastaldi, L., & Lessanibhari S. (2020). The Interpretation of Design Thinking Across Organizational Positions, 21st CINet Conference. Milan (IT), September 2020

9. Pham, C., Magistretti, S., & Dell’Era, C. (2020). The Role of Design Thinking In Big Data- Based Innovation Processes, 21st CINet Conference. Milan (IT), September 2020
10. Dell’Era, C., Magistretti, S., Bianchi, M., Calabretta, C., Candi, M., Stigliani, I., & Verganti R. (2019). Transformations by Design Thinking: Exploring the Value of Design Thinking in Consulting Projects XXX Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale. Torino, October 2019.
11. Magistretti, S. & Trabucchi, D. (2019). Agile as a Tool and Agile as a Culture A comprehensive framework on agile approaches. XXX Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale. Torino, October 2019.
12. Magistretti, S., & Dell’Era, C. (2019). Enlightening the Opportunities Enabled by Digital Technologies Through Design Thinking. 26th Innovation and Product Development Conference. Leicester (UK), June 2019.
13. Bianchi, M., Calabretta, C., Candi, M., Dell’Era, C., Magistretti, S., Stigliani, I., & Verganti R (2019). Transformations by Design Thinking: Exploring the Value of Design Thinking in Consulting Projects. 26th Innovation and Product Development Conference. Leicester (UK), June 2019.
14. Magistretti, S., Dell’Era, C., & Verganti, R. (2019). Evolution of Design Thinking Capabilities. In Conference proceedings of the Academy of Design Innovation Management, London 2019.
15. Dell’Era, C., Cautela, C., Magistretti, S., Verganti, R., & Zurlo, F. (2018). Re-thinking Design Thinking: from Ideating to Executing, Engaging and Envisioning. XXIX Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale. Castellanza, October 2018.
16. Dell’Era, C., Cautela, C., Magistretti, S., Verganti R., & Zurlo, F. (2018). Which kind of Design Thinking is right for you? 25th Innovation and Product Development Conference. Porto, June 2018.
17. Magistretti, S., & Dell’Era, C. (2018). Exploring opportunities hidden in general purpose technology: the case of IBM Watson. 25th Innovation and Product Development Conference. Porto, June 2018.
18. Magistretti, S., Dell’Era, C., & Verganti, R. (2018). Searching for the Right Application: a Technology Development Review and Research Agenda. 25th Innovation and Product Development Conference. Porto, June 2018.
19. Magistretti, S., Dell’Era, C., & Verganti, R. (2018). Evolution of Design Thinking: from Ideating to Executing, Engaging and Envisioning. R&D Management Conference. Milan, July 2018.
20. Dell’Era, C., Magistretti, S., & Verganti, R. (2017). Exploring collaborative practices between SMEs and designers in the Italian furniture industry. 24th Innovation and Product Development Conference. Reykjavik, June 2017.
21. Magistretti, S., Dell’Era, C., Frattini F. & Messeni Petruzzelli, A. (2017). Innovation through tradition in design-intensive firms: using knowledge from the past to reinforce the firm identity. 24th Innovation and Product Development Conference. Reykjavik, June 2017.
22. Magistretti, S., & Dell’Era, C. (2017). Exploring and experimenting opportunities provided by emerging technologies: evidences from the drone industry. 24th Innovation and Product Development Conference. Reykjavik, June 2017.

23. Magistretti, S., Dell’Era, C., Öberg, Å., & Verganti, R. (2017). Managing technology development: A two-steps process to discover new meanings. In Conference proceedings of the Design Management Academy. Hong Kong, June 2017 (p. 43).
24. Magistretti, S., Dell’Era, C., De Massis, A., & Frattini, F. (2016). Family Governance and Innovation in Design-Intensive Firms: evidence from two longitudinal case studies. 23rd Innovation and Product Development Conference. Glasgow, June 2016.
25. Magistretti, S., Dell’Era, C., Öberg, Å., & Verganti, R. (2016). Technology steering: driving technology development by envisioning quiescent meanings. 23rd Innovation and Product Development Conference. Glasgow, June 2016.

BOOK CHAPTERS AND BOOKS

- Trabucchi, D., Magistretti, S., Pellizzoni, E., & Frattini, F. (2021) Framework linking open innovation strategic goals with practices. In *Managing Collaborative R&D Projects* (pp. 121-138). Springer, Cham. https://doi.org/10.1007/978-3-030-61605-2_7
- Dell’Era, C., Magistretti, S., & Verganti, R. (2018) Exploring collaborative practices between SMEs and designers in the Italian furniture industry. Book Chapter in *Researching Open Innovation in SMEs*, 307-345. https://doi.org/10.1142/9789813230972_0010
- Dell’Era, C., Magistretti, S., van Rijn, M., Tempelman, E., Verganti, R., & Öberg, Å. (2017) *The white Book*. Output of the LTM EU Project

DISSERTATIONS

- Ph.D. Dissertation: Magistretti, S. (2019) *Technology steering: discovering quiescent meanings in technologies*
Supervised by prof. Claudio Dell’Era and Roberto Verganti
- Master Thesis: Magistretti, S. (2015) *Exploring the Impacts of Corporate Governance Systems on Competitive Performances in Design-Intensive Firms*
Supervisor: Prof. Dell’Era Claudio
Co-supervisors: Prof Federico Frattini and Prof. Alfredo De Massis

Languages

Italian: native speaker

English: C1, proficiency, TOEIC (2011) 910/990

Software and IT knowledge

Miro: expert use

InVision: expert use

Microsoft Teams, Zoom, WebEx: expert use.

Qualtrics, SurveyMonkey: expert use

Adobe: InDesign, After Effects

Operating systems Windows e Mac OS: good knowledge

Microsoft Office Word, Excel and Power Point: well knowledge, certificate **ECDL** (European Computer Driving Licence) 2008

Solid edge ST6: good knowledge of the software and ability in modelling and simulating movements

Google Sketch Up 8 e V-ray: good knowledge in sketching and rendering

Webratio e yEd: well knowledge in mapping processes

Microsoft Project, MySQL e Microsoft Access: theoretical knowledge

Quin ATOMOS

SUBSTITUTE STATEMENT OF CERTIFICATION (art. 46 and 47 D.P.R. 445/2000)

Pursuant to and for the purposes of Articles 46 and 47 and aware of the penalties provided for in Article 76 of Presidential Decree no. 445 of 28 December 2000, in the event of falsity in documents and false statements, declares that the information contained in this curriculum vitae, correspond to the truth.

AUTHORIZATION TO PROCESS DATA (Legislative Decree 196/2003, GDPR)

I authorize the processing of my personal data in the curriculum vitae in accordance with Legislative Decree 30 June 2003, n. 196 and GDPR (EU Regulation 2016/679)

Milan, 17/04/2023

Stefano Magistretti