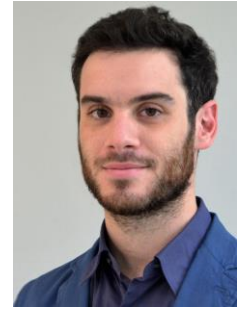


CV – Giuseppe Leonardo Pinto

Date of Birth: 09/09/1988

Nationality: Italian

Address: Via Archimede, 107, 20129 Milan, Italy




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## Career profile

- Competences in, Innovation, Design/Business, Entrepreneurship, Retail Service
- Interest in Consulting, Research, Education, Philosophy, Social Innovation
- Experience in Research, Consulting, Teaching, Mentoring, Knowledge Transfer

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## Professional experience

- 2018 – Pres. **Knowledge Transfer Manager**, University4innovation – U4I, University of Milano-Bicocca; Milan, Italy
- 2013 – Pres. **Researcher/Consultant**, LEADIN'Lab, the Laboratory of LEAdership, Design and Innovation, MIP Politecnico di Milano; Milan, Italy
- Supporting the design, organization, pre-production and post-production of Workshop and research focused on innovation (Product - service - organization) for multinational companies:
    - New Business Models of Retail Services in Premium Markets for Alfa Romeo Brand
    - Radical Innovation of Retail Services and Change Management for the Brand Gucci, Kering Group
    - Innovating Customer Experience and People Retail Transformation for Vodafone Italy
    - Automotive Retailing Innovation and Dealer Training for Fiat Group Automobiles
- 2014 – Pres. **Executive MBA/MBA Tutor**, MIP Politecnico di Milano Graduate School of Business; Milan, Italy
- 2018 - Mentoring 10 groups ((Executive MBA/MBA/ Part-time MBA) to develop their final project work on innovative services
  - 2017- Mentoring 6 groups ((Executive MBA/MBA) to develop their final project work on innovative services
  - 2016 - Mentoring 4 groups (Executive MBA/MBA) to develop their final project work on innovative services
  - 2016 - Tutorship of Executives program for Carrefour
  - 2016 - Tutorship of Executives program for BNL
  - 2015 - Mentoring a group of Executive MBA students to develop an innovative project in Banking Retail sector
  - 2014 - Mentoring a group of Part/time MBA students to develop an innovative project in Restaurant sector
- 2019 – Pres. **Teaching Assistant**, Polytechnic University of Turin, Department of Management and Production Engineering, Turin, Italy
- “Entrepreneurship” 2018-2019; II year MSc, II Semester

- 2017 – 2018. **Researcher**, Polytechnic University of Turin, Department of Management and Production Engineering;; Turin, Italy
- Studying “the birth and growth of for-profit and non-profit organizations: economic, social and environmental impact”
  - Supporting the development of “Social innovation Monitor” conference and report (<https://www.socialinnovationmonitor.com/>)
- 2014 – 2018. **Teaching Assistant**, Politecnico di Milano, Department of Management, Economics and Industrial Engineering; Milan, Italy
- “Leadership & Innovation” 2017-2018; II year MSc, II Semester
  - “Leadership & Innovation” 2016-2017; II year MSc, II Semester
  - “Business Innovation” 2016-2017; II year MSc, I Semester
  - “Leadership & Innovation” 2015-2016; II year MSc, II Semester
  - “Business Innovation” 2015-2016; II year MSc, I Semester
  - “Management of Innovation” 2014-2015; II year MSc, I Semester
  - “Leadership & Innovation” 2014-2015; II year MSc, II Semester
- 2017 – 2018. **Lecturer and Tutor**, Design for Enterprises, Europe
- Lecturer and Tutor in 5 courses on Design-Driven Innovation around Europe in the EU project Design for Enterprises
    - 2017: Sofia, Tallin
    - 2018: Reykjavík, Bruxelles
- 2017 **Contract Professor**, Università degli studi del Sannio, Dipartimento di Ingegneria, Benevento, Italy
- “Management of Innovation & Project Management” 2016-2017; I year MSc, II Semester
- 2014 – 2015 **Consultant**, Èupolis Lombardia, Regional Institute for Research, Statistics and Training; Milan, Lombardy/Italy
- Design and promotion of public policy focused on the diffusion of innovation among SME.
  - Supporting the development and coordination of an Open Innovation platform created by Lombardy Region (<https://www.openinnovation.regione.lombardia.it/it/piattaforma>)
  - Following and supporting an evaluation research aimed to understand the impact of public funding on fostering Innovation among SME (Bando ERGON - Azione 1 "Creazione di aggregazioni di imprese" & Programma ERGON - Azione 2 - Bando per la Promozione e Animazione delle Aggregazioni di Imprese)
  - Coordinating and organizing the European Conference “*RINASCIMENTO: Emerging Industries - A New Engine for Growth*” (13-14 November 2014, Milan)
- 2011 – 2012 **Research Assistant**, Copenhagen Innovation and Entrepreneurship Lab (CIEL); Copenhagen, Denmark
- Responsible for developing tools (Database) to better understand Entrepreneurship in a Multidisciplinary environment
- 2011 – 2011 **Project Manager Assistant** (internship), Copenhagen Innovation and Entrepreneurship Lab (CIEL); Copenhagen, Denmark
- Responsible for autonomously create a Database in order to categorize relevant

Professors and Researchers

- Assisting PMO and CEO in defining CIEL's organizational profile

2009 – 2010 **Office Assistant**, Bocconi University; Milan, Italy

- Responsible for back-office duties at Admission Office
- Phone interviews for statistical purposes and forecasts

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## Education

2010 – 2012 **M.Sc. in Organisational Innovation and Entrepreneurship**, Copenhagen Business School; Copenhagen, Denmark

- Alliance Management in Global Context
- Knowledge Creation in Society
- Leadership In Creative Organization
- Design-Driven Innovation
- Social Entrepreneurship and Entrepreneurship as Social Creativity
- Innovation and Art/Aesthetic

Thesis: "Understanding Design Process – Developing a Business tool for Approaching Design's Issue"

Supplementary Course:

- CSR Certification – 360° Academy

2007 – 2010 **B.Sc. In Economics and Finance**, Bocconi University; Milan, Italy

- Accounting and Financial Statement Analysis
- Securities Markets
- Financial Statements Analysis
- Corporate Finance
- Monetary Economics
- Financial Markets and Institutions

Electives

- Sociology
- Alternative Economics Model
- Arts and Cultural Management
- Management of Fashion and Design Company

Thesis: "Critica all'approccio epistemologico dell'economia"

Supplementary Course:

- "Contemporary Sociology"
- "Medieval Art"

Campus Abroad Program (July 2009) Fudan University (Shanghai)

- Elective in Management Information System

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## Publications

### Scientific Paper

**Pinto, G. L., Dell'Era, C., Verganti, R., & Bellini, E. (2017). Innovation strategies in retail services: solutions, experiences, meanings.** European Journal of Innovation Management, 20(2).

### Monograph

**Open innovation** / Éupolis Lombardia; Antonio Lentini, Federico Rappelli [et al.] (2015). - Milano: Éupolis

Lombardia, 2015. - 360 p.: ill.; 30 cm (Authors: Eupolis Lombardia ([www.eupolislombardia.it](http://www.eupolislombardia.it)) ; Lentini, Antonio ; Rappelli, Federico ; Provedel, Renzo ; Landoni, Paolo ; Sala, Alessandro ; Di Maio, Giorgio ; Rossi, Giacomo ; **Pinto, Giuseppe** ; Provedel, Eva)

### Conference paper

Bellini E, Dell'Era C, **Pinto G. L.** and Verganti R (2014). **Radical Innovation of Retail Services: Enriching the Customer Experience Proposing New Meanings**. Proceeding of the 21st International Product Development Management Conference organized by EIASM (European Institute for Advanced Studies in Management). Limerick, Ireland; June 15-17, 2014

### Report

**Customer Experience: Innovazione e Creazione di Valore in The Store** (2016), OSSERVATORIO Innovazione Digitale nel Retail, Polytechnic University of Milan, (Authors: Bellini E., **Pinto G.L.**),

**Innovare Lo Spazio/Tempo Della Customer Experience: Infinite Customer Journey** (2017), OSSERVATORIO Innovazione Digitale nel Retail, Polytechnic University of Milan, (Authors: Bellini E., **Pinto G.L.**),

**Impatto Sociale degli Incubatori/Acceleratori Italiani - Social Innovation Monitor** (2017), Polytechnic University of Turin, (Authors: Alessandra Colombelli, Davide Bizzozero, Giuliano Sansone, **Giuseppe Leonardo Pinto**, Paolo Landoni, Pietro Andreotti)

**Made in Italy. Made in Digital. Viaggio nell'eccellenza italiana - Il settore manifatturiero piemontese e la digital transformation** (2018), Progetto ricerca SAP (Authors: Landoni P, **Pinto G. L.**, Giraudo M.)

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### Languages

- English: Oral and Written – Business Level/Fluent (*TOEFL iBT Certificate*)
- Italian: Native Speaker
- Spanish: Oral and Written – Basic Knowledge
- Danish: Oral and Written – Basic Knowledge

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### IT

- Excel: Business Level
- PowerPoint: Proficient
- Word: Proficient

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### Leisure Time

I perceive myself as a critical and balanced person. Part of my being comes from my deep interest in philosophy and my humanistic background. I am interested in art and I enjoy travelling to expand my potential perspectives