



Andrea Boaretto

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Synthesis of professional profile

Founder and CEO of Personalive srl, start-up of innovative models of marketing research and digital transformation strategy, working for Italian and international companies with a focus on healthcare, sport, retail and B2B.

Strong knowledge and practice in digital transformation strategy with an omnichannel approach, strongly data-driven, combining market researches, generation and evaluation of innovative business models, marketing strategies and operational support.

Expert in vertical market such as Sport Management & Marketing and Healthcare Omnichannel Marketing.

Team leader of a core team of 5 people and big team with variable dimension due to multiple projects involving internal teams and teams from partners (especially in digital transformation projects).

Senior lecturer of digital transformation and omnichannel marketing for company's customized trainings, in business schools (POLIMI Graduate School of Management, PoliDesign, ALTEMS, Ca Foscari Challenge School, Il Sole 24 Ore, Istud, Università di Siena, Università di Gorizia), in training centres (Ambrosetti, Business International) and speaker in relevant Italian conferences (UNA, Confcommercio, Confartigianato, Smau, Viscom, ANIMA Confindustria meetings, etc.).

Contract Professor at Politecnico di Milano in the BSC courses for management engineers & informatic engineers (i.e. "Organizational Systems", "Management", "Economy and organization") and in MSC courses for management & mechanical engineers (i.e. "Industrial Marketing", "Multichannel Marketing", "Innovation Management")

During career, he built many projects and business groups, as for instance the Marketing Area at the School of Management of Politecnico di Milano, the marketing department in Corporate Area at MIP Business School, many Observatories (Multichannel Marketing, Mobile Marketing, Experience Matters), the Multichannel Brand Activation department in a sport company (Verovolley), etc.

Expert in event creation and management, and in lifelong learning with advanced technologies (online learning, gamification, Augmented Reality, Virtual Reality, etc.)

Professional experiences

January 2016 - today

Founder & CEO Personalive srl

Founder & CEO of a new start-up of innovative models of marketing research and digital transformation strategy based on the original approach called "Dynamic Personas®" with a focus on healthcare, sport, retail and B2B.

Main customers: Acqua e Sapone, Credimi, GSK, Boehringer Ingelheim, Shell, Reed Exhibitions, Wacom, Prodir, Menarini, Canon, Simpef, Carl Zeiss Italia, Roche Diabetes Care, Amgen Italia and Europe, Fondazione MSD, Innovhub, Viatrix, Verovolley.

September 2002 – today Extended Faculty Member - Professor of Multichannel Marketing POLIMI GSOM

Senior lecturer about Digital Transformation, Multichannel & Omnichannel Marketing, Digital Marketing for customized training path for companies and master courses (MBAs, EMBA's, specialized masters):

- Sport (Master in Sport Design & Management)
- Media & Telco (Telecom Italia, Vodafone, RCS Mediagroup, Seat PG, Yahoo!, Italiaonline)
- Finance & Insurance (UBI Banca, Unicredit, Mediolanum, AXA, Poste Italiane, Findomestic, Sara Assicurazioni)
- Pharma & Healthcare (MSD Italia, Novartis Pharma, Smith & Nephew, Executive Master in Innovation Management in Healthcare)
- Utility (ENI, Edison, Hera, Sogefi)
- ICT (Acer, Alcatel – Lucent, Hewlett Packard, Ingram Micro Italia)
- Retail (Mediamarket, Metro Cash & Carry, Telecom Italia, Vodafone)
- Manufacturers (BTicino, Italcementi Group, Same Deutz Fahr, Siemens Italia)
- FMCG (Barilla, Leerdammer, Fater)

Contract Professor at Politecnico di Milano in the BSC courses (i.e. "Organizational Systems", "Management", "Economy and organization") and in MSC courses (i.e. "Industrial Marketing", "Multichannel Marketing", "Innovation Management")

October 2006 – December 2015 Head of Marketing Projects at School of Management Politecnico di Milano

Main responsibilities:

- P&L and people development
- Marketing and business plan with direct commercial activities
- Project management and client interface in applied research and consultancy projects dealing with digital transformation and multichannel marketing

Main digital transformation and consultancy projects:

- Advanced profiling of consumer target with medial consumption and multichannel behaviour: Leerdammer, Mercedes Benz Italia, Banca Widiba, Intesa San Paolo, WeWorld Intervita Onlus, GSK Italia
- Digital marketing & media plan: Leerdammer, Banca Widiba WeWorld Intervita Onlus, MSD Italia, Novartis Pharma, Seat PG, Galimberti Euronics, Guandong, Graziina, MIP Politecnico di Milano
- Multichannel business model & business plan: RCS Mediagroup, Telecom Italia, Vodafone, Roland DG Mid Europe, Mediamarket, STC Clerici, Carl Zeiss Vision Italia
- Marketing Plan: Italcementi Group, Manni Sipre, M&M Forgings, Edenred, Wacom
- Ad hoc researches about digital transformation: Google Italia, CRIF- D&B, Reed Exhibitions, Assocom, Asseprim-Confcommercio

Co-founder and project manager of applied research projects:

- Osservatorio Multicanalità (Multichannel Observatory)
- Osservatorio Mobile Marketing & Service (Mobile Marketing & Service Observatory)
- Laboratorio Convergenza Mediale (Multimedia Convergence Laboratory)
- Osservatorio Mamme (Moms Observatory)

July 2002 - October 2006 - Marketing Responsible for Corporate Education Area - MIP Politecnico di Milano

Main responsibilities:

- New products and service development in Corporate Education with focus on eLearning and multi-client executive programs
- Marketing and promotional plan and execution
- Business development of Corporate Master for Large Accounts (ie. Sirti, Ferrari, Hewlett Packard)
- Account manager of Large Accounts (i.e. Sirti, Ferrari, Hewlett Packard, Nielsen, Ingram Micro, etc.)

January – July 2002**Stage**

OD&M Consulting (now GI Group). CRM, marketing and communication activities for online service Compensation.it; analysis and report elaboration about Italian compensation market.

Borsa Italiana, Italian Stock Exchange, Equity Market (Marketing Department). Prospecting, screening and marketing intelligence activities for Blue Chip and STAR segments

Education and Training

2001 Degree in Management Engineering at Politecnico di Milano. Final score: 92/100.

1996 High School Diploma Liceo Scientifico at Collegio A. Volta of Lecco. Final score: 52/60

Publications:

Books: Marketing Reloaded (IISole24Ore 2007 and 2011). Mobile Marketing (IISole24Ore 2011), Open Marketing (Etas-Rizzoli, 2009).

Papers:

- Pinelli, M.; Lettieri, E.; Boaretto, A.; Casile, C.; Citro, G.; Zazzaro, B.; Ravazzoni, A. Glucometer Usability for 65+ Type 2 Diabetes Patients: Insights on Physical and Cognitive Issues. *Sensors* **2022**, 22, 6202. <https://doi.org/10.3390/s22166202>
- Radaelli G., Lettieri E., Frattini F., Luzzini D., Boaretto A., "Users' search mechanisms and risks of inappropriateness in healthcare innovations: The role of literacy and trust in professional contexts" *Technological Forecasting and Social Change*, 2017 <http://www.sciencedirect.com/science/article/pii/S0040162517300045>
- Bettiga D., Boaretto A., Chen S.. 2013, "Exploring Media Convergence: Evidence from Italy". *Int J Eng Bus Manag*, 2013, 5:53. doi: 10.5772/57330 <https://journals.sagepub.com/doi/pdf/10.5772/57330>
- Pini F.M, Noci G., Boaretto A., 2008, "Marketing della co-produzione.", *Sviluppo e Organizzazione*, n° 255, pp 36-51, Gennaio – Febbraio 2008

Many interviews and articles on Italian magazines about marketing and communication and national press.

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Google Scholar <https://scholar.google.it/citations?user=EfaC9VUAAAAJ&h>

Languages: Italian: mother tongue. English: fluent written and spoken.