



## Silvia Vianello

Professor of Marketing at Bocconi University, Presenter and Strategic Consultant



### CSA CELEBRITY SPEAKERS

Silvia holds Ph. D. in Economics. She is Executive Marketing Professor at the SDA Bocconi School of Management, Bocconi University, Politecnico di Milano, and University of St. Gallen. Strategy Advisor with global and diversified professional experience at Reinventami. She hosts a TV Show related to new media, innovation and technology, Smart&APP-The Technology Show, La3TV, 143 Sky.

#### In detail

In the past, Prof Vianello has been a Visiting Scholar at the Jesse H. Jones Graduate School of Management, Rice University, Houston, Texas; and Visiting Professor at ESE, European School of Economics, New York. Her research and consulting interests lie in studying online marketing issues such as social media strategy, web marketing metrics, innovation, pricing strategies, startup development. She has been published in leading academic and management journals, such as European Journal of Operational Research and Sloan Management Review. Furthermore, her research and ideas have been reported in the commercial press, such as The Wall Street Journal, Sole24h, Espresso, Economy, La Repubblica, Corriere della Sera. She has recently published the book "GreenWebEconomics".

#### How to book her?

Simply phone or e-mail us.

#### Languages

She presents in Italian and English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what she could bring to your event.