
Curriculum Vitae - Marco Francesco Mazzù

CURRENT PROFESSIONAL EXPERIENCE

- As of 2012** - **LUISS University and LUISS Business School**, Roma (*academic roles*)
Current: Professor of Practice, Marketing
Courses: Advanced Marketing Management for M.Sc in Management, Brand&Product Management for M.Sc. in Marketing, MBA (Full, Part-time, Executive), Executive Programmes, Summer University
Responsible of the Digital Marketing Track in the Master in Marketing, Director of the International Executive Programme in Marketing, Responsible of the Knowledge Transfer Unit within the LUISS X.ITE Research Center on technology and behavior
- As of 2016** - **LUISS University, Roma**
Role: International Recruiting and Marketing Leader
Senior Advisor

PREVIOUS EXPERIENCE

- 2017** - Consultant, “**Commissione parlamentare di inchiesta sul sistema bancario e finanziario**”, Pres. On. P.F. Casini, XVII legislatura
- 2015-2016** - **Camper&Nicholsons International**
Board Member, Director
- 2013-2016** - **Fincantieri**
Head of Origination Strategy and Market Development, focus on Mega-Yacht
- 2008-2013** - **McKinsey&Co.**
Partner, part of the European Leadership Group of own reference Practices
- 1999 – 2008** - **McKinsey&Co.**
From Business Analyst to Associate Partner
- 1996-1999** - **Procter & Gamble**
Brand Management, Health & Beauty Care Division
- 1995-1996** - **IBM**
Internship focused on final dissertation (thesis) on Business Process Reengineering, Santa Palomba Plant (RM)

PROFILE

- **Managerial and consultancy experience** in top international companies, covering both “mature” and “high growth” markets and products. Experience as Board Member
- Broad expertise in **Marketing, Sales and Retail**, applied in different industries

ACADEMICS

- 2000** - **INSEAD, Master in Business Administration (MBA)**, Fontainebleau, France
- 1997** - Italian Society of Engineers, State examination for full professional qualification, Tor Vergata University
- 1996** - **Laurea in Mechanical Engineering “110 cum laude”**, Rome, La Sapienza University
- 1991** - **Diploma**, Liceo Scientifico A. Avogadro, Rome, 60/60

MAIN PUBLICATIONS

- 2020** - “**Sardine, Fenomenologia di un movimento di Piazza**”, Mazzù, Orsina, Giorgino, De Blasio, Ed. Luiss Press
- 2018** - “**BrandTelling**”, Mazzù, Giorgino, Ed. EGEA
- 2015-2019** - “**Future Marketing Leaders**”, Vol. I/II/III, Mazzù, Costabile, AA.VV., Ed. LUISS Press
- 2011** - “**Power Brands – creare, portare al successo e gestire i propri brand**”, Mazzù, Perrey, ETAS
- 2010** - Libro “**Retail Marketing and Branding**”, Capitolo 3, Wiley
- As of 2007** - Several articles and interviews published in specialized magazines.
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