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Alberto Mattiacci, PhD in Business Economics and Management, is full professor of Management and Marketing at *Sapienza*, University of Rome, Department of Communication and Social Research (Coris). Formerly he taught for more than 10 years at the University of Siena, as assistant, associate and full professor.

Alberto Mattiacci has an extensive teaching and research experience in Italy both on graduate and on executive education programs. Currently he teaches *Market Driven Management* and *Marketing* at the Bachelor and Economics and television marketing (*Advanced Marketing*) in the Master Class; he is Co-Director of *Master Marketing Management* (www.mumm.it) and Director of *Master on Digital Export* at the *Italian Trade Commission*.

Alberto Mattiacci is President of the *Italian Marketing Society* (www.simktg.it) after having served as General Secretary from 2011.

Alberto Mattiacci is Scientific Referee and Senior Lecturer at *Luiss Business School*, for executive programs in marketing and communication. He is also Scientific Director at *Eurispes*, a private center for research on change in Economics, Politics and Society.

Alberto Mattiacci is co-founder and member of *Circle International*, an academic network on distribution and consumer studies and member of the advisory board of the *Institute for Business, Government and Culture*.

He served as President of the National Commission of Scientific Abilitation (2012-2014) and as Director at CITTA Sapienza (Research Center on Tourism, Territory and Environment).

His research interests are Strategic Marketing. Sectorial areas of interest: television and media in the digital age; wine production and quality food; tourism; social development, consumption and market policies. He is author and co-author of many books and papers published in Italy and abroad.

Alberto Mattiacci participated in more than 200 conferences and seminars in Italy and abroad, often as invited speaker and carried out numerous training activities organized by colleges (Sapienza, Siena, Iulm, Parma, Luiss Business School, Bergamo) institutions (ICE, Confindustria, Ministries) and private enterprises. He has organized and contributed significantly to organize more than 30 of conferences and workshops, both domestic and international.