

Paola Caiozzo

Senior Lecturer



Knowledge Group: Leadership, Human Resources and Digital Technologies

Research Domains: Organizational Behavior

Teaching Domains: Conflict Management, Assertive Communication,
Interpersonal Skills, Negotiation, Team Management

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Biography

Paola Caiozzo is a Senior Lecturer in Leadership, Organization, and Human Resources at SDA Bocconi School of Management.

Her collaboration with SDA Bocconi began in 1994. She serves as the scientific director of various managerial training initiatives for senior executives in national and international companies and organizations. In this role, she is responsible for designing activities, managing teams, overseeing project margins, and handling client relationships. Additionally, Paola is involved in the design and innovation of educational programs at SDA, ranging from traditional to fully online initiatives. She has conducted numerous custom research projects for major companies, including Banca Mediolanum, Boehringer Ingelheim, Hilti, Luxottica, Olympus, Allianz, Henkel, and consultancy projects for multinational corporations such as Bayer, Bristol-Myers-Squibb, Club Med, Electrolux, Gruppo Candy Hoover, and Thomson-Reuters.

Her recent research activities primarily focus on two areas: organizational behavior and sales management. Recent research projects include understanding the causes of dysfunctional sales behaviors, the impact of digitalization processes on organizations, people, and their performance, and the evolution of sales competencies across various professional roles for the development of new competency models.

Paola is the author of numerous books and articles on the topics she covers. She participates in national and international conferences with her research and is a member of several technical-scientific committees for monitoring and evaluating training projects. As an expert in adult learning processes, she taught didactics at the Faculty of Bocconi University from 1998 to 2012. She is a part-time professor in the Department of Management and Technology at Bocconi University, a coach for Executive C-Level, and Co-founder of the Commercial Excellence Lab (CEL) at SDA Bocconi, where she oversees coordination.

Paola holds a degree in Economia e Commercio from the University of Palermo and an MBA from SDA Bocconi. She is married with two children and is deeply passionate about her work.

Practice-Oriented Books

Commercial excellence. La scienza dietro l'arte dell'eccellenza commerciale

CAIOZZO, P., P. GUENZI, L., I. M. COLM - "Commercial excellence. La scienza dietro l'arte dell'eccellenza commerciale" - 2025, McGraw-Hill, Italy

Other

Come vendere di più e meglio già da oggi

CAIOZZO, P., "Come vendere di più e meglio già da oggi", WSI Wall Street Italia, April 2025, pp. 68-69

From cement to cloud: the future of construction is digital - Dal cemento al cloud: il futuro delle costruzioni è digitale

CAIOZZO, P., L., I. M. COLM, "From cement to cloud: the future of construction is digital - Dal cemento al cloud: il futuro delle costruzioni è digitale", SDA Bocconi Insight, 8 September 2025

Articles in Scholarly Journals

Dieci aree di azione per ridisegnare la funzione vendite

CAIOZZO, P., L., I. M. COLM, P. GUENZI, M. A. SISTI, "Dieci aree di azione per ridisegnare la funzione vendite", Economia & Management, 2022, no. 4, pp. 83-91

Extraordinary salespeople: competenze per competere

CAIOZZO, P., M. CITO, G. TAGGIASCO, "Extraordinary salespeople: competenze per competere", Economia & Management, 2017, no. 1, pp. 23-29

Venditori si nasce? Il mestiere visto dagli studenti

CAIOZZO, P., M. C. CITO, G. MINIERO, "Venditori si nasce? Il mestiere visto dagli studenti", Economia & Management, 2017, no. 1, pp. 13-17

Gli sfumati confini del mobbing

CAIOZZO, P., "Gli sfumati confini del mobbing", Economia & Management, 2004, no. 5, pp. 40-44

Mobbing: oltre il sipario. La violenza morale sul lavoro

CAIOZZO, P., "Mobbing: oltre il sipario. La violenza morale sul lavoro", Economia & Management, 2002, no. 5, pp. 33-46

Il mobbing: realtà vicina o lontana

CAIOZZO, P., "Il mobbing: realtà vicina o lontana", Economia & Management, 2002, no. 3, pp. 37-48

Cases in International Case Collections

Learning@Hilti: Implementing Digital Transformation - Part A

CAIOZZO, P., G. TAGGIASCO - "Learning@Hilti: Implementing Digital Transformation - Part A" - 2021, The Case Centre, Great Britain

Learning@Hilti: Implementing Digital Transformation: The Guided Onboarding Approach to Learning - Part B1

CAIOZZO, P., G. TAGGIASCO - "Learning@Hilti: Implementing Digital Transformation: The Guided Onboarding Approach to Learning - Part B1" - 2021, The Case Centre, Great Britain

Learning@Hilti: Implementing Digital Transformation: The 'Lead Now' Program - Part B2

CAIOZZO, P., G. TAGGIASCO - "Learning@Hilti: Implementing Digital Transformation: The 'Lead Now' Program - Part B2" - 2021, The Case Centre, Great Britain

Research Reports

Digital commercial transformation in action: TechnoStress or TechnoPower?

CAIOZZO, P. - "Digital commercial transformation in action: TechnoStress or TechnoPower?" - 2020, SDA Bocconi

Digital Commercial Transformation in action

CAIOZZO, P. - "Digital Commercial Transformation in action" - 2019, SDA Bocconi, Milano, Italy

Gestire la digital transformation nel commerciale: un modello e la sua applicazione pratica, caso di ricerca

CAIOZZO, P. - "Gestire la digital transformation nel commerciale: un modello e la sua applicazione pratica, caso di ricerca" - 2019, SDA Bocconi, Milano, Italy

Digital Commercial transformation Plan

CAIOZZO, P. - "Digital Commercial transformation Plan" - 2018, SDA Bocconi, Milano, Italy

Sales content management system

CAIOZZO, P. - "Sales content management system" - 2017, SDA Bocconi, Milano, Italy

Competenze e performance degli Account manager: un caso studio

CAIOZZO, P. - "Competenze e performance degli Account manager: un caso studio" - 2017, SDA Bocconi, Milano, Italy

Il lato oscuro della forza (di vendita)

CAIOZZO, P. - "Il lato oscuro della forza (di vendita)" - 2017, SDA Bocconi, Milano, Italy

Edited Books

Gestire le vendite. L'eccellenza nel sales management. II edizione

SISTI, M. A., P. GUENZI, P. CAIOZZO (Eds.), "Gestire le vendite. L'eccellenza nel sales management. II edizione" - 2020, Egea, Milano, Italy

Gestire le vendite. L'eccellenza nel sales management

SISTI, M. A., P. GUENZI, P. CAIOZZO (Eds.), "Gestire le vendite. L'eccellenza nel sales management" - 2015, Egea, Milano, Italy

Le cause organizzative del mobbing. Se il malato fosse l'organizzazione?

CAIOZZO, P., R. VACCANI (Eds.), "Le cause organizzative del mobbing. Se il malato fosse l'organizzazione?" - 2010, Franco Angeli

Proceedings/Presentations

How students perceive salespeople and the sales job

CAIOZZO, P., M. C. CITO, P. GUENZI, G. MINIERO, S. GHADDAR, "How students perceive salespeople and the sales job" in GSSI - Global Sales Science Institute Conference - June 8-9, 2017, Le Morne, Mauritius

How students perceive salespeople and the sales job

CAIOZZO, P., P. GUENZI, G. MINIERO, M. CITO, "How students perceive salespeople and the sales job" in Global Sales Science Institute (GSSI) Conference, 2016, Birmingham, Great Britain

Are we Missing the Real Points?

GUENZI, P., P. CAIOZZO, G. TROILO, "Are we Missing the Real Points?" in 44th EMAC Conference - May 24-27, 2015, Leuven, Belgium

What really matters to sales executives?

GUENZI, P., P. CAIOZZO, G. TROILO, "What really matters to sales executives?" in The Thought Leadership on the Sales Profession Conference - June 10-11, 2014, New York, United States of America