

Jacopo Perfetti

Fellow



Knowledge Group: Strategy and Operations

Research Domains: Innovation

Teaching Domains: Entrepreneurship, Business Models

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Biography

Jacopo Perfetti is Fellow of Innovation at SDA Bocconi School of Management. His areas of interest are entrepreneurship, innovation of business models, digital transformation, sustainability and marketing.

At SDA Bocconi, he is the Coordinator of the Concentration in Entrepreneurship of the Executive MBAs. He has been a speaker for various brands (including ENI, Ikea and Samsung) and has participated in festivals and events such as the Festival della Mente in Sarzana, the Festival del Lavoro, the Festival della Letteratura di Mantova and BookCity. With his consulting firm he helps companies and startups to cultivate an entrepreneurial approach and innovate their business model. Among the brands he has worked with are Adidas, Branca, Campari, Eni, Fastweb, HP and Lombardini22. From 2003 to 2019 he launched several entrepreneurial initiatives following personally, as CEO and Founder, the development of an entrepreneurial project from the conception phase to the Exit.

He has written three essays (for McGrawHill, Sperling & Kupfer and Feltrinelli) published in Italy and abroad on entrepreneurship and business model innovation, and his publications have appeared in various newspapers including EconomyUp, Corriere della Sera and the Harvard Business Review.

Jacopo holds an Executive MBA from SDA Bocconi in Milan. Passionate about art and writing, he has curated exhibitions and catalogs of contemporary art and in 2021 he published his first novel. He lives in Milan and he is married and has two children.

Contribution to Chapters, Books or Research Monographs

Imprenditorialità e startupper

PERFETTI, J., "Imprenditorialità e startupper" in L'ecosistema della formazione: allargare i confini per ridisegnare lo sviluppo organizzativo., Raoul C.D. Nacamulli, Alessandra Lazazzara (Eds.), Egea, chap. 6, pp. 126-141, 2019

Practice-Oriented Books

Inventati il lavoro

PERFETTI, J. - "Inventati il lavoro" - 2017, Feltrinelli, Italy

L'impresa concentrica. Strategie competitive ai tempi del caos

PERFETTI, J. - "L'impresa concentrica. Strategie competitive ai tempi del caos" - 2016, McGraw-Hill Education, Italy

Fai fiorire il cielo. Storie, strategie e intuizioni per sviluppare idee straordinarie che cambiano il futuro

PERFETTI, J. - "Fai fiorire il cielo. Storie, strategie e intuizioni per sviluppare idee straordinarie che cambiano il futuro" - 2015, Sperling & Kupfer, Italy