

Vittoria Veronesi

Associate Professor of Practice



Knowledge Group: Strategy and Operations

Research Domains: Operations & Supply Chain Management

Teaching Domains: Supply Chain Management, Operations, Distribution Management

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Biography

Vittoria Veronesi is an Associate Professor of Practice in Operations and Technology at SDA Bocconi School of Management. She is an Adjunct Professor of Technology, Innovation and Operations Management and Business Strategy in Creative Industries at Università Bocconi.

At SDA Bocconi she is Director of the Eni Program for Management Development and Director of the Altagamma Academy and was the Director of the Master of Management in Food and Beverage. She is an Official Faculty Member for MAFED (Master in Fashion Experience and Design), and MBA (Luxury Business Management track). She has conducted numerous research and education projects with companies belonging to the food & beverage and fashion & luxury sectors.

Her research activities focus on supply chain management strategy and design and on operations management. Recently, she has focused her research on studying the factors determining Italian Excellence and the link with those which characterize Operations Excellence in the food and beverage industry.

She is the author of numerous books and articles on her subjects of interest. Her works have been published in *Economia & Management* and *Logistica & Management*, among others. She works with the research center CRITOM (Center for Research into Innovation, Technology and Operations Management) of the Istituto di Economia e Gestione delle Imprese and with SPACE (Centro Europeo per gli Studi sulla Protezione Aziendale). She has been a member of the Board of Directors of Zeroquattro Logistica S.r.l., a company which offers integrated logistics services to the fresh food market. In July 2015, she attended GloColl, the Global Colloquium on participant-centered learning, at Harvard Business School.

Vittoria earned a degree in Civil Engineering from the Università degli Studi di Brescia, a Master in Economics and Environmental Management from Università Bocconi and a Ph.D. in Logistics and Supply Chain Management from the Università di Bergamo, in collaboration with the Massachusetts Institute of Technology (MIT, Boston) and the Zaragoza Logistic Centre (Spain).

Cases in International Case Collections

Calvisius Caviar: The Unexpected Cradle of Black Pearls Where Made in Italy Meets Sustainability

VERONESI, V., A. BIANCARDI - "Calvisius Caviar: The Unexpected Cradle of Black Pearls Where Made in Italy Meets Sustainability" - 2025, The Case Centre, Great Britain

Redesigning the Lavazza Logistics Network

VERONESI, V. - "Redesigning the Lavazza Logistics Network" - 2019, The Case Centre, Great Britain

A second life for off-shore platforms: the ENI case

FIORILLO, V., V. VERONESI - "A second life for off-shore platforms: the ENI case" - 2013, The Case Centre, Great Britain

Other

The invisible power of technology in luxury - Il potere invisibile della tecnologia nel lusso

VERONESI, V., L. , I. M. COLM, B. MEDICI, S. GALLO, "The invisible power of technology in luxury - Il potere invisibile della tecnologia nel lusso", SDA Bocconi Insight, 10 November 2025

Italian Excellence nel food & beverage: Come costruire meraviglia

VERONESI, V., G. B. PIROTTI, "Italian Excellence nel food & beverage: Come costruire meraviglia", Economia & Management Plus, 15 October 2019

Articles in Scholarly Journals

Artification-Based Philanthropy at Ornellaia: “Vendemmia d’artista” Supports the “Mind's Eye” Program of the Guggenheim Museum

CITO, M. C., V. VERONESI, "Artification-Based Philanthropy at Ornellaia: “Vendemmia d’artista” Supports the “Mind's Eye” Program of the Guggenheim Museum", Journal of Philanthropy and Marketing, 2024, vol. 29, no. 4, pp. e1880

Strategie di successo per l’agroalimentare

VERONESI, V., G. B. PIROTTI, E. DE ANGELIS CORVI, "Strategie di successo per l’agroalimentare", Economia & Management, 2021, no. 3, pp. 40-43

Quale supply chain

VERONESI, V., "Quale supply chain", Economia & Management, 2018, no. 4, pp. 31-34

Operations & innovation management: alcuni casi di successo

GALLMANN, F., V. VERONESI, S. ZAMBONI, "Operations & innovation management: alcuni casi di successo", Economia & Management, 2007, no. 3, pp. 45-52

La liberalizzazione della distribuzione dei farmaci da banco

BAGLIERI, E., V. VERONESI, R. SECCHI, "La liberalizzazione della distribuzione dei farmaci da banco", Economia & Management, 2007, no. 4, pp. 15-21

L'istituzione della banca dati centrale

VERONESI, V., "L'istituzione della banca dati centrale", Economia & Management, 2005, no. 3, pp. 50-52

Nuovi scenari nella filiera del farmaco. I trend che stanno riconfigurando la filiera

SECCHI, R., V. VERONESI, "Nuovi scenari nella filiera del farmaco. I trend che stanno riconfigurando la filiera", Economia & Management, 2005, no. 3, pp. 46-47

Practice-Oriented Books

The Evolution of Made in Italy: Case studies on the Italian Food and Beverage Industry

VERONESI, V., M. SCHIAVELLO - "The Evolution of Made in Italy: Case studies on the Italian Food and Beverage Industry" - 2023, Springer International Publishing

Dieci regole per innovare. Casi di successo dal progetto Best Innovation Award

BAGLIERI, E., V. VERONESI, S. ZAMBONI, L. MERLINI - "Dieci regole per innovare. Casi di successo dal progetto Best Innovation Award" - 2009, Egea, Milano, Italy

Contribution to Chapters, Books or Research Monographs

La supply chain nel settore alimentare

VERONESI, V., "La supply chain nel settore alimentare" in Smart City. L'evoluzione di un'idea., G. F. Ferrari (Ed.), Mimesis Edizioni, chap. 6, pp. 603-626, 2020

Granarolo

SECCHI, R., V. VERONESI, "Granarolo" in Supply chain management e made in Italy., R. Secchi (Ed.), Egea, pp. 115-134, 2012

Lavazza

VERONESI, V., R. SECCHI, "Lavazza" in Supply chain management e made in Italy., R. Secchi (Ed.), Egea, pp. 135-152, 2012

Luxottica

VERONESI, V., R. SECCHI, "Luxottica" in Supply chain management e made in Italy., R. Secchi (Ed.), Egea, pp. 223-240, 2012

Piquadro

VERONESI, V., R. SECCHI, "Piquadro" in Supply chain management e made in Italy., R. Secchi (Ed.), Egea, pp. 241-252, 2012

Loro Piana

GALLMANN, F., V. VERONESI, "Loro Piana" in Supply Chain Management e Made in Italy., R. Secchi (Ed.), Egea, chap. 10, pp. 205-222, 2012

L'acquisto dei servizi di facility management

DELLANTONIO, M., V. VERONESI, S. ZAMBONI, "L'acquisto dei servizi di facility management" in Acquistare prodotti e servizi. Processi, logiche e soluzioni gestionali., Giuseppe Stabilini (Ed.), Etas Libri, 2005

Il recupero dell'alluminio

VERONESI, V., A. RUSSO, "Il recupero dell'alluminio" in I mercati del recupero. Un'analisi di sistema., S. Pogutz, A. Tencati (Eds.), Maggioli Editore, pp. 37-52, 2003

Research Notes or short Articles in Journals

Igor: dal borgo natio al villaggio globale

VERONESI, V., "Igor: dal borgo natio al villaggio globale", Economia & Management Plus, 2016

Proceedings/Presentations

Managing Fashion Products' Exclusivity and Availability: a SCM Perspective, Book of Proceedings

VERONESI, V., "Managing Fashion Products' Exclusivity and Availability: a SCM Perspective, Book of Proceedings" in 5th Annual International Workshop on Luxury Retail, Operations and Supply Chain Management - May 25-27, 2015, Milano, Italy

The Adoption of Collaborative Practices: A Survey on the Pharmaceutical Supply Chain

SECCHI, R., V. VERONESI, "The Adoption of Collaborative Practices: A Survey on the Pharmaceutical Supply Chain" in 22th Industrial Marketing and Purchasing Group Conference 'Opening the network' - September 7-9, 2006, Milano, Italy

The Italian approach to the Facility Management: results of a field research

VERONESI, V., S. ZAMBONI, "The Italian approach to the Facility Management: results of a field research" in Services Sciences, Management and Engineering Conference - Education for the 21st Century - October 5-7, 2006, New York, United States of America

Traffic emission abatement strategies: Brescia metropolitan area cases study

VERALDI, S., V. VERONESI, M. VOLTA, "Traffic emission abatement strategies: Brescia metropolitan area cases study" in Automation and Decision-Making, 2000, Milano, Italy

Research Monographs

Competere con la logistica. Esperienze innovative nella supply chain alimentare

BETTUCCI, M., R. SECCHI, V. VERONESI - "Competere con la logistica. Esperienze innovative nella supply chain alimentare" - 2009, Egea, Milano, Italy