

Claudio Raimondi

Executive Fellow



Knowledge Group: Marketing

Research Domains: Channel & Retail

Teaching Domains: Omnichannel strategy, Channel Management, Customer-Centric Digital Strategies, Digital Marketing, Omnichannel Customer Experience

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Biography

Claudio Raimondi is Executive Fellow of Marketing at SDA Bocconi School of Management.

He is an executive with over 20 years of experience in the e-commerce, tech, telco and manufacturing industries; lecturer and advisory board member. Claudio is Commercial Operations Director and member of the Executive Committee at Vodafone Italy and former General Manager at eBay in Italy. He has been a Board Member of the Vodafone Foundation Italy. In 2016 he has been awarded "Manager of the year" by Premio Italia Giovane, a recognition given to Italians who excel in their field.

Claudio has a broad international experience and has worked for some of the largest multinationals developing a wide expertise in digital, strategy, marketing & sales, omnichannel customer experience, supply chain and operations. Strong advocate of innovation and lateral thinking, Claudio is fascinated by how these allow individuals and organisations to shape tomorrow's world whilst addressing today's challenges.