

Marzia Del Prete, PhD

CORE COMPETENCIES AND CONTRIBUTION

- Results-oriented professional with managerial ability to handle several projects at once, with 5 years' experience in leading consulting firms such as Deloitte Consulting and Value Team (NTT DATA Corporation). In addition, 5 years of general direction in a management consulting start-up (Abigail Consulting).
- International experience as EU-project manager and leadership skills in integrated project and resource management.
- More than 6 years of worldwide practical experience in strategic and applied marketing in multinational companies such as H3G Italy (CK Hutchison Holdings Limited) and Nike Italy and in the academic world at the University of Salerno (Italy).
- Entrepreneurial mind and knowledge of the specific concerns of large and medium-sized companies.
- Empathy in the relationship with clients and colleagues.
- Spoken languages:
 - Italian (mother tongue);
 - French (fluent);
 - English (fluent);
 - Spanish (Average).

MAIN ACADEMIC STUDIES

Ph.D. in Marketing Management – Mai 2021

University of Salerno, Department of Economics and Statistics (DISES), Italy

Research internship in the Marketing Department

Laval University, Quebec City, Canada

Methodology School SIMA, “Progettare la ricerca”, Naples, Italy

Second level University Master's degree in ICT (Information and Communication Technology)

IPE and Federico II University, Naples, Italy

Master's degree in Economics and Business Management

Luiss Guido Carli University, Rome, Italy

Six-month Erasmus

HEC Montréal, Montréal, Canada

MAIN EXPERIENCES

Contract Professor of Project Cycle Management
Università La Sapienza di Roma, Faculty of Economics
Latina, Italy, 2015-at present.

"Cultore della materia" (assistant professor) in Marketing Management

University of Salerno,

Salerno, Italy 2018-2021

- Main areas of teaching: Marketing, Economics and Business Management, Service and Retail Management, Project Cycle Management.
- Main areas of research: Artificial Intelligence, Emotional Intelligence, Marketing, Digital Marketing, Consumer Behavior, Mindfulness&Leadership.
- Co-author of articles and book chapters.
- Invited speaker and author in international conferences.

Manager Artificial Intelligence and Data **Deloitte**

Rome at present

- Management consulting for the AI&Data division of Deloitte Italy.

Senior Marketing Researcher **Youbiquo srl**

Cava de'Tirreni 2021

- Author of 5G EPICENTRE MARKET REPORT in relation to a Horizon 2020 Project, Call: H2020-ICT-2018-20, Topic: ICT-41-2020, Type of action: IA, Proposal number: 101016521. *Forthcoming.*

Managing Director

Abigail Consulting

Rome (Italy) 2012-2017

- Support for companies in the field of management consulting: applied marketing, marketing strategy, leadership training.

Portfolio: TIM/TELECOM Italia, Vitec-Manfrotto Group, Banca Sella Group, Ferrari spa etc.

Senior Consultant

NTT DATA and Deloitte

Milan and Rome (Italy) / 2006-2011

- Mandates include strategic marketing consulting for large companies.
- Support for client companies on how to optimize their management and how to achieve their goals effectively.

Main activities :

- Product management and brand management.
- Definition of the marketing strategy.
- Optimization and digital transformation of CRM (Customer Relationship Management) processes.
- Management of customers and commercial offers.
- Project management.
- Program management.
- Data analysis and presentations' development for the governance.

Portfolio: TIM/TELECOM Italia, Enel, Vodafone, Acea etc.

Client functions: Marketing, Customer Care, Customer Operations, Sales.

Product Manager for the Marketing Business division

H3G Italy (CK Hutchison Holdings Limited)

Milan (Italy) / 2004-2006

- Definition of new products for business;
- Management of supply flows related to product marketing, business process planning and post-sales.
- Development of marketing and communication plans and analysis of product performance.
- 360-degree product management: from the design phase to the actual implementation (supply flow, definition of storyboard and branding), from communication plans (processing of site content, brochures and leaflets, airport and city campaigns, press releases, press conferences) to Customer Care and Sales training, from the definition of product's forms (internal, legal and commercial) to the market.

See detailed academic and professional CV attached.

Rome, 2021/9/17

Annex 01: Detailed Academic CV

Dr. Marzia Del Prete

Ph.D.

in Marketing Management

Academic positions held:

May 2015 to present: Contract Professor of PCM (Project Cycle Management) at Sapienza University of Rome, Faculty of Economics, Latina, (Italy).

Feb. 2019 to **Sep 2019**: Contract Professor of PCM (Project Cycle Management), DISES Department, University of Salerno, Salerno, Italy.

Nov. 2017 to **May 2021**: Assistant to the chair of Prof. Marialuisa Saviano, DIFARMA, University of Salerno, Salerno, Italy.

Academic training

Nov. 2017- May 2021: PhD in Marketing Management, thesis title: *Emotional Artificial Intelligence: Detecting and Managing Customer Emotions in Automated Customer Service*, Department of Economics and Statistics, DISES, University of Salerno, Salerno, Italy

May 2018: School of Research Methodology, SIMA (Società Italiana di Management), Naples, Italy.

January 2004 - November 2004: Second level master's degree in ICT (Information and Communication Technology) co-founded by T-Systems spa (Group Deutsche Telekom) and managed by IPE (*Istituto per le attività educative*) in collaboration with CINI (*Consorzio Interuniversitario Nazionale per l'Informatica*), the Department of Informatics (*Federico II University of Naples*), the Department of Economics and Business Management (*Second University of Naples*) and Miur (*Ministry of University and Research*), Naples, Italy.

July 2003: BAC+4 in Economics and Business Management at LUISS Guido Carli in Rome, Rome, Italy.

Certificates of Competence and Research Grants

2018-2021: appointed expert (*cultore della materia*) at the DIFARMA Department of the University of Salerno in:

- Economics and Business Management
- Service and Retail management
- Pharmacy Management
- Bioeconomy
- Marketing laboratory for herbalist companies
- Marketing for the green economy

2017- 2021: recipient of the Doctoral Award (2017), Minister of Higher Education and Research, Italy: €45.000/3 years

Submitted papers

Saviano, M. and **Del Prete, M.** From Replacing to Switching: Enhancing AI-HI Complementarity and Emotional Awareness in Chatbot Customer Service, submitted to *Journal of Business Research*

Papers under preparation/submission

Del Prete, M. and Lajante, M. Understanding Customer Acceptance: Drivers and Moderators of Chatbots Adoption. Target: *Journal of Service Management*

Lajante M., Gagnon M-P., Rouleau G., **Del Prete M.**, Sasseville B., Pelletier N. Training service employees to empathic capacity: A systematic review (registered on Prospero). Target: *Journal of Occupational Health Psychology*.

Report

Del Prete, M. (2021). 5G EPICENTRE MARKET REPORT. Horizon 2020 Project, Call: H2020-ICT-2018-20, Topic: ICT-41-2020, Type of action: IA, Proposal number: 101016521.

Articles Published in Refereed Journals

Del Prete M. (2022). Mindful Sustainable Consumption and Sustainability Chatbots in Fast Fashion Retailing During and After the COVID-19 Pandemic. *Journal of Management and Sustainability*, 12, 19-36, DOI:10.5539/jms.v12n1p19

Cosimato S., Faggini M., **Del Prete M.** (2020). The co-creation of value for pursuing a sustainable happiness: The analysis of an Italian prison community. *Socio-Economic Planning Sciences*. ISSN 0038-0121, <https://doi.org/10.1016/j.seps.2020.100838>.

Cosimato S., Faggini M., **Del Prete M.** (2019). How to pursue a sustainable happiness in prison communities: an Italian case study. *Journal Sustainable Development*, 27, 945-954 <https://doi.org/10.1002/sd.1983>

Book Chapters

Lajante, M. and **Del Prete, M.** (2020), "Technology-infused Organizational Frontlines: When (Not) to Use Chatbots in Retailing to Promote Customer Engagement", Pantano, E. (Ed.) Retail Futures, Emerald Publishing Limited, pp. 71-84. <https://doi.org/10.1108/978-1-83867-663-620201011>

Published conference proceedings

Saviano M., Cosimato S., Cucari N., **Del Prete M.** (2019). The Italian way towards environmental, social and governance (ESG) disclosure: Insights from a sample of listed companies, *New Challenges in Corporate Governance: Theory and Practice*, 220-235. https://doi.org/10.22495/ncpr_37

Saviano M., Caputo F., **Del Prete M.**, Panico L. (2019). Sustainability and Business Strategy: an investigation Model. In: *14th International Scientific & Business Conference SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2019: SOCIAL RESPONSIBILITY: DEVELOPMENT, APPLICATIONS AND IMPACT MEASUREMENT* - Maribor, Slovenia, p. 44 ISBN 978-961-94514-4-1

Saviano M., Caputo F., **Del Prete M.** (2018). Mindful Leadership for Sustainability: A Theoretical and Conceptual Path. In: *21th Excellence in Services EISIC Conference Paris EISIC – Le Cnam Parigi EISIC – LeCnam*, France, pp. 635-648 ISBN:97888

Faggini M., Cosimato S., **Del Prete M.** (2018). The Last Challenge of Sustainable Development: Sustainable Happiness. In: *21th Excellence in Services EISIC Conference Paris EISIC – Le Cnam Paris EISIC – LeCnam*, France, pp.1-18 ISBN:9788890432781

Faggini M., Cosimato S., **Del Prete M.** (2018). Dal benessere alla felicità: l'ultima sfida dello sviluppo sostenibile. In: *Evoluzionismo Sistemico: il fascino della precarietà* –Tor Vergata University, Italy, pp.143-149 ISBN:9788825516647

Participation in conferences as a speaker

Saviano M., Caputo F., **Del Prete M.**, (2019). Sustainability and Business Strategy: an investigation Model. *14th International Scientific & Business Conference SOCIAL RESPONSIBILITY AND CURRENT CHALLENGES 2019: SOCIAL RESPONSIBILITY: DEVELOPMENT, APPLICATIONS AND IMPACT MEASUREMENT* - Maribor, Slovenia.

Saviano M., Caputo F., **Del Prete M.** (2018). Mindful Leadership for Sustainability: A Theoretical and Conceptual Path. *21st Excellence in Services International Conference Paris EISIC -Le CNAM Paris*, France.

Participation in conferences as author

Faggini M., Cosimato S., **Del Prete M.** (2018). The Last Challenge of Sustainable Development: Sustainable Happiness. *21st Excellence in Services International Conference Paris EISIC -Le CNAM*, Paris, France.

Faggini M., Cosimato S., **Del Prete M.** (2018). Dal benessere alla felicità: l'ultima sfida dello sviluppo sostenibile. *Evoluzionismo Sistemico: il fascino della precarietà*. University of Tor Vergata Rome, Italy.

Invited presentations and workshops

"Keep calm and chatbot on", Lecturer for the Artificial Intelligence and Emotions Workshop, Department of Marketing, Laval University, Quebec Canada (November 2019).

Workshops on Experiential Leadership, Roma TRE University, Faculty of Education and Training Science (June 2016, 2017, 2018).

Professional events and training experiences for large companies and public sector.

2019: Leadership training for the managers of "Omnia Cooperativa", Rome, Italy.

2018: International Assessment on sales leadership skills, Ferrari AWARDS 2018. Ferrari spa, Maranello, Italy.

2017: International Assessment on sales leadership skills, Ferrari AWARDS 2017, Ferrari spa, Maranello, Italy.

2017: Leadership training for the governance of TIM (Telecom Italia Mobile), TIM spa, Rome, Italy.

2017: Leadership training for the HR (Human Resources) of the Vitec Group, Vitec Manfrotto spa, Vicenza, Italy.

2017: Leadership training for managers of territorial agencies of the banking group Banca Sella, Banca Sella spa, Biella, Italy.

Projects managed as Project Manager

2018: *Sassi nel cuore*. Financed by the Lazio Region for the Local Health Company of Frosinone, Italy, Managed financing 20,000 euros.

2018: *Man Who Change*. Financed by the Lazio Region, for the Ministry of Justice, Latina, Italy. Managed funding 20,000 euros.

Supervision of master's degree thesis

2019- Liliana Graniero, Laura Panico.

2020- Carmen Colella.

International experiences

2019: Research internship, Marketing Department, Laval University, Quebec, Canada.

1998: Erasmus at HEC in Montréal, Canada.

Member of Scientific Event Organization Committees

2019: Member of the organizing committee of the PharmAgri-Link Day, DIFARMA Department, University of Salerno, Salerno, Italy.

2018-2021: Member of the Examination Commission of the University Chair of Professor Marialuisa Saviano, DIFARMA Department, University of Salerno, Salerno, Italy.

Ad-hoc reviewer for peer-reviewed journals

Journal of Service Management, European Journal of Educational Research, Fudan Journal of the Humanities and Social Sciences.

Participation in the activities of the Department of Economics and Statistics

2019: Project ASL (Alternating school-work) with the students of the high schools of Salerno, University of Salerno, Salerno, Italy.

Rome,
Mars 06, 2022

Annex 02: Detailed professional experience- Marzia Del Prete

Jan 2022- at present

Company	Deloitte, Rome
Sector	Management Consulting- AI&Data
Duties and Activities	Manager, Project and Program Management

April 2021 – Nov 2021

Company	Youbiquo srl, Salerno
Sector	ICT start up
Duties and Activities	Senior Marketing Researcher Elaboration of 5G EPICENTRE MARKET REPORT. H2020 founded project.

February 2012 to November 2017

Company	Abigail, Latina
Sector	Management Consulting start up
Duties and Activities	Managing Director Support for big company in the field of applied marketing, marketing strategy, leadership training.

April 2008- December 2011

Company	Deloitte Consulting srl - Deloitte&Touche Spa, Rome
Sector	Management Consulting
Duties and Activities	Senior Consultant Support for large companies related to: -Product management/brand management. -Project management. -Program management. -Definition of marketing strategy. -Data analysis and development of presentations. Functions: Marketing, Customer Care, Customer Operation, Sales.

November 2006 - April 2008

Company	NTT DATA, Milan
Sector	Management Consulting
Duties and Activities	Senior Consultant Support for large companies related to: - definition and implementation of the digital marketing strategy;

- management of applied marketing;
- operative improvement of customer care processes;
- data analysis and elaboration of presentations.

Functions: Marketing, Customer Care, Sales.

December 2004 – November 2006

Company
Sector

H3G spa, Milan
Telecommunications

Duties and Activities

Product Manager

Main activities:

- Market analysis and segmentation.
- Product management.
- Brand management and strategic positioning.
- Marketing and communication plan.
- Definition of sales processes.
- Training of salespeople.
- Elaboration of communication campaigns.
- Trial of products and services to evaluate their performance before the market launch.
- Commercial agreements with customers and suppliers.

Rome, 06 Mars, 2022