

## **Alberto Marino**

### **Curriculum professionale .**

With General Management ' Advanced Degree, Special Studies in Usa and Graduation cum laude in "Economics and Management " at Bocconi University, he after various Academic decades , is now involved also as professor, in various important Master with large seniority. Chief Executive consultant for Systemic and Disruptive Projects & Programs. Senior Advisor in International Foundations. Consultant in Innovative Business plans , Marketing plans , Financial plans and Re-engineering for International Holdings. International Business and Advanced Systemic Marketing consulting and advisorship for multinational and leader firms. Persumer driven Re-engineer for innovative Organizations. Brand Equity and Brand performance Evaluator and Facilitator. Primary Research areas are on: Advanced Systemic Marketing & Business ; Disruptive impacts from big "Acrossers" into outstanding firms and Organizations; Systemic valuing of firms and Brands; Shifting from Consumers to Persumers in btoc ;From mixes to Bunches and other "B" into outstanding and leader firms; Innovation in cultural fields .With focus on complex and Dynamic Systems, his Research Projects& Program are also connected with Disruptive & Systemic approaches to value co-creation in various sectors. And to new paradigms deriving from "New Ages" also related to centrality of Persons and Human aspects in advanced Systemic Marketing and Management. With focus on Projects also about: Innovative and Disruptive "B" in Advanced Systemic Marketing & Management ; Brand –Persumer and Persumer-Brand as new constructs, etc. As full professor of "Economics and Management of firms " and Marketing up to the end of 2014, and formerly as associate professor at Bocconi University and also as Coordinator and professor of "Strategic Marketing and Management "PHD Programs , he focused and directed other various Academic Research Programs like: "Values for Values" exchange in New Economy; Innovative and disruptive Marketing and Management models; Market success Systemic Models; Market Management Systems, also based on PIMS and at ISTUD on Advisorship by Professor of Harvard University, etc. Up to 2000 he proposed various books on new kind of Marketing like "Total Marketing". In 2005 he proposed innovative "Systemic Marketing " neologism and related books, continuously up graded and updated in current years and for expected complex years .He is the author of more than 50 (not only focused on Marketing ) publications, including a lot of papers for relevant Journals and primary Conferences .

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