
Marco Francesco Mazzù

PROFESSIONAL EXPERIENCE

- As of 2012**
- **LUISS University and LUISS Business School, Roma** (*academic roles*)
Professor of Practice in Marketing (as of 2017), teaching at M.Sc. in Management, M.Sc. in Marketing, MBAs (Part- and full-time, Executive), One-year Master's Degree Program (Digital, Sport, Intl Management, etc.), Summer University, and Executive Programs.
Coordinator of Luiss University Summer Program
 - Director of the Knowledge Transfer Unit of the LUISS X.ITE Research Center on technology and behaviors
 - Director of the Major/Masters in Digital Marketing, Director of the Executive Program in Marketing (English track), Director of the Major in Sport Management
- As of 2016**
- **LUISS University, Rome** (*other roles*), Leader of International Marketing and Recruiting. (Double-digit growth on international students in the past 7 years)
- As of 2022**
- **Sanlorenzo S.p.A.** Board Member, Independent Director, Member of the Nomination com
- As of 2020**
- **AEFFE S.p.A.**, Board Member, Independent Director, Member of the Remuneration com
- As of 2017**
- **MarkTech SrL.** Founder, Owner and Managing Director
- 2017**
- Consultant for the Italian govt. in "Parliamentary commission on Italian banking system"
- 2015-2016**
- **Camper&Nicholsons International**, Board Member, Director
- 2013-2016**
- **Fincantieri**, Head of Origination Strategy and Market Development, focus on Mega-Yacht
- 2008-2013**
- **McKinsey&Co.**, **Partner, and member of WW Leadership Group** in Consumer/Retail, Fashion/Luxury, Automotive, Marketing&Sales
- 1999 – 2008**
- **McKinsey&Co.**, From Business Analyst to Associate Partner. Main industry/functional focus: Consumer, Automotive, Energy, Marketing&Sales. Opening of McKinsey Cairo
- 1996-1999**
- **Procter & Gamble**, Brand Management, Health & Beauty Care Division
- 1995-1996**
- **IBM**, Internship for dissertation thesis development (Business Process Reengineering)

PROFILE

- **Managerial experience** in top international companies, covering both "mature" and "high growth" markets and products, and continued experience as **Board Member**.
- Broad expertise in **Marketing, Sales and Retail**, applied in different industries

ACADEMICS AND COURSES

- **Harvard Business School** Online – Sustainable Business Strategy Program
- **Wharton** Executive Education – Corporate Governance and effectiveness in the Boardroom
- Executive Program "**Board Academy**", Luiss Business School/Assogestioni
- Induction Session for Board Member of listed companies – Assonime/Assogestioni
- **PhD in Economics, Management and Statistics**, Università di Messina
- **INSEAD, Master in Business Administration (MBA)**, Fontainebleau, France
- Italian Society of Engineers, State examination for full professional qualification
- **Laurea in Mechanical Engineering** "110 cum laude", Rome, La Sapienza

MAIN PUBLICATIONS

- As of 2020**
- Scientific research on consumer behavior and decisions-making, strategic marketing and communication, published in internationally journals
- 2023**
- "**Arts Marketing**", Mazzù, Baccelloni, Ed. APOGEO (*book*)
- 2023**
- "**Marketing management**", Kotler, Keller, Chernev, Costabile, cases, Ed. Pearson (*book*)
- 2020**
- "**Sardine: Fenomenologia di un movimento di piazza**", Mazzù, Orsina, De Blasio, Giorgino, Ed. Luiss Press (*book*)
- 2018**
- "**BrandTelling**" (*book*), Mazzù, Giorgino, Ed. EGEA
- 2014**
- "**Marketing per manager**", Kotler, Keller, Costabile, Ancarani, chapter Ed. Pearson (*book*)
- 2011**
- "**Power Brands**, Mazzù, Perrey, ETAS (*book*)
- 2011**
- "**Global Marketing and Sales Leadership Award**, McKinsey, Marketing Practice
- 2010**
- "**Retail Marketing and Branding**", chapter 3, Wiley (*book*)
- As of 2007**
- Articles and interviews published in "*HBR*" (Italian Edition), "*Financial Times*", "*Il sole 24 Ore*", "*La Repubblica*", etc.. Speaker in events with global coverage. E.g., Financial Times Business of Luxury (2015); Altagamma Digital Luxury Experience (2011-12)
- 2002-2012**
- Several McKinsey publications of booklets on Automotive, Luxury, and Marketing

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SELECTED PUBLICATIONS

- 2023 Articolo in rivista
Counteracting noncommunicable diseases with front-of-pack nutritional labels' informativeness: an inquiry into the effects on food acceptance and portions selection / Mazzù, Marco Francesco; Baccelloni, Angelo; Romani, Simona. - In: BRITISH FOOD JOURNAL. - ISSN 0007-070X. - 125:13(2023), pp. 562-578. [10.1108/BFJ-04-2023-0285]
- 2023 Articolo in rivista
Marco Francesco Mazzù, Rumen Pozharliev, Alberto Andria, Angelo Baccelloni (2023). Overcoming the Blockchain Technology Credibility Gap. PSYCHOLOGY & MARKETING, p. 1-17, ISSN: 0742-6046, doi: 10.1002/MAR.21855
- 2023 Articolo in rivista
Marco Francesco Mazzù, Simona Romani, Veronica Marozzo, Andrea Giambarresi, Angelo Baccelloni (2023). Improving the understanding of key nutritional elements to support healthier and more informed food choices: The effect of front-of-pack label bundles. NUTRITION, vol. 105, p. 1-9, ISSN: 0899- 9007, doi: 10.1016/j.nut.2022.111849
- 2023 Articolo in rivista
Marco Francesco Mazzù, veronica Marozzo, Angelo Baccelloni, Andrea Giambarresi (2023). The effects of combining front-of-pack nutritional labels on consumers' subjective understanding, trust, and preferences. PSYCHOLOGY & MARKETING, p. 1-17, ISSN: 0742-6046, doi: 10.1002/mar.21838
- 2023 Monografia o trattato scientifico
Mazzù, Marco Francesco, Baccelloni, Angelo (2023). Arts Marketing: strumenti e modelli manageriali per la valorizzazione dei beni culturali. APOGEO EDUCATION, p. 1-212, SANTARCANGELO DI ROMAGNA:Maggioli, ISBN: 9788891661272
- 2022 Articolo in rivista
MF Mazzù, S Romani, A Baccelloni, L Lavini (2022). Introducing the Front-Of- Pack Acceptance Model: the role of usefulness and ease of use in European consumers' acceptance of Front-Of-Pack Labels. INTERNATIONAL JOURNAL OF FOOD SCIENCES AND NUTRITION, vol. 73, p. 378-395, ISSN: 0963-7486, doi: 10.1080/09637486.2021.1980866
- 2022 Articolo in rivista
Mazzù, Marco Francesco, Baccelloni, Angelo, Finistauri, Piera (2022). Uncovering the Effect of European Policy-Making Initiatives in Addressing Nutrition-Related Issues: A Systematic Literature Review and Bibliometric Analysis on Front-of-Pack Labels. NUTRIENTS, vol. 14, p. 1-41, ISSN: 2072- 6643, doi: 10.3390/nu14163423
- 2022 Articolo in rivista
MF Mazzù, A Baccelloni, S Romani, A Andria (2022). The role of trust and algorithms in consumers' front-of-pack labels acceptance: a cross-country investigation. EUROPEAN JOURNAL OF MARKETING, vol. 56, p. 3107- 3137, ISSN: 0309-0566, doi: 10.1108/EJM-10-2021-0764
- 2022 Articolo in rivista
Mazzù, Marco Francesco, Baccelloni, Angelo, Lavini, Ludovico (2022). Injecting trust in consumer purchase intention through blockchain: evidences from the food supply chain. ITALIAN JOURNAL OF MARKETING, p. 459- 482, ISSN: 2662-3323, doi: 10.1007/s43039-022-00061-0
- 2022 Articolo in rivista
Mazzù, Marco Francesco, Enrico, Plateo, Baccelloni, Angelo, Finistauri, Piera, Lavini, Ludovico (2022). Unveiling Main Trends Affecting the Fast-evolving Chinese Customers: An Expert-based Perspective on Opportunities and Challenges for Made-in-Italy Brands. MICRO & MACRO MARKETING, p. 415-456, ISSN: 1121-4228, doi: 10.1431/104633
- 2022 Contributo in volume (Capitolo o Saggio)
Mazzù, Marco Francesco, Baccelloni, Angelo (2022). Digital e Social Media in Cina. In: Kotler Keller Chernev Ancarani Costabile. Marketing Management. p. 660-661, MILANO, TORINO:PEARSON, ISBN: 9788891909961

- 2022 Contributo in volume (Capitolo o Saggio)
Mazzù, Marco Francesco, D'Aniello, Alba, Romani, Simona, Baccelloni, Angelo, Lavini, Ludovico (2022). Etichette Front-of-Pack e nuovi trend di consumo. In: Kotler Keller Chernev Ancarani Costabile. Marketing Management. p. 38-39, MILANO, TORINO:PEARSON, ISBN: 9788891909961
- 2022 Contributo in volume (Capitolo o Saggio)
Mazzù, Marco Francesco, Benetton, Andrea, Baccelloni, Angelo, Lavini, Ludovico (2022). A Milk Blockchain-Enabled Supply Chain: Evidence From Leading Italian Farms. In: De Giovanni Pietro. Blockchain Technology Applications in Businesses and Organizations. ADVANCES IN DATA MINING AND DATABASE MANAGEMENT BOOK SERIES, p. 73-98, IGI Global, ISBN: 9781799880141, ISSN: 2327-1981, doi: 10.4018/978-1-7998-8014-1.ch004
- 2022 Contributo in volume (Capitolo o Saggio)
Mazzù, Marco Francesco, Badioli, Simone (2022). Progettare e Gestire i Canali di Marketing. In: Kotler Keller Chernev Ancarani Costabile. Marketing Management. p. 698-700, MILANO, TORINO:PEARSON, ISBN: 9788891909961
- 2022 Contributo in volume (Capitolo o Saggio)
Mazzù, Marco Francesco, Jelinek, Radek (2022). Smart. In: Kotler Keller Chernev Ancarani Costabile. Marketing Management. p. 860-861, MILANO, TORINO:PEARSON, ISBN: 9788891909961
- 2022 Contributo in Atti di convegno
Mazzù, Marco Francesco, Romani, Simona, Baccelloni, Angelo, Lavini, Ludovico (2022). Measuring Consumers' Acceptance in Food Labels: a Cross- Country Investigation on Usefulness, Ease of Use and Trust. In: Proceedings of the International Conference Marketing Trends. p. 1-10, ISBN: 978-2-490372- 14-0, Roma, January 20-22, 2022
- 2022 Contributo in Atti di convegno
Bellocchio, Giorgia, Baccelloni, Angelo, Mazzù, Marco Francesco (2022). "Sustainability": a new player in the field. In: "Sustainability": a new player in the field. ISBN: 9788894391886, Salerno, 20th - 21th 2022
- 2021 Articolo in rivista
MF Mazzù, S Romani, A Gambicorti (2021). Effects on consumers' subjective understanding of a new front-of-pack nutritional label: A study on Italian consumers. INTERNATIONAL JOURNAL OF FOOD SCIENCES AND NUTRITION, vol. 72, p. 357-366, ISSN: 0963-7486, doi: 10.1080/09637486.2020.1796932
- 2021 Articolo in rivista
MF Mazzu, S Romani, A Baccelloni, A Gambicorti (2021). A cross-country experimental study on consumers' subjective understanding and liking on front- of-pack nutrition labels. INTERNATIONAL JOURNAL OF FOOD SCIENCES AND NUTRITION, vol. 72, p. 833-847, ISSN: 0963-7486, doi: 10.1080/09637486.2021.1873918
- 2021 Contributo in Atti di convegno
Mazzù, Marco Francesco, Marozzo, Veronica, Giambarresi, Andrea, Lavini, Ludovico, Baccelloni, Angelo (2021). Subjective Understanding and Liking: the impact on consumers of different type of bundles of Front-of-Pack labels. In: Trasformazione digitale dei mercati: il Marketing nella creazione di valore per le imprese e la società. p. 1-7, ISBN: 9788894391862, Ancona, 14-15 October.
- 2021 Contributo in Atti di convegno
Mazzù, Marco Francesco, Baccelloni, Angelo, Simonetti, Eva, Romani, Simona (2021). Effects On Consumers' Subjective Understanding And Liking Of Front- Pack Nutritional Labels: A Study On Polish Consumers. In: Future of the Traditional diets: Educating consumers through food labeling systems. p. 26-39, ISBN: 9788889797594, Warsaw, March 4, 2021
- 2020 Articolo in rivista
Mazzù, Marco Francesco, Costabile, Michele, Fei, Carlo (2020). Perché e come difendere la nostra coolness. ECONOMIA & MANAGEMENT, p. 44-48, ISSN: 1120-5032
- 2020 Articolo in rivista
Mazzù, Marco Francesco, Costabile, Michele (2020). La domanda e l'offerta di unicità. ECONOMIA & MANAGEMENT, p. 49-52, ISSN: 1120-5032

2020

Articolo in rivista

Mazzù, Marco Francesco, Costabile, Michele, Ancarani, Fabio (2020). Specificità culturali e qualità delle produzioni. *ECONOMIA & MANAGEMENT*, p. 40-43, ISSN: 1120-5032

2020

Monografia o trattato scientifico

Mazzù, Marco Francesco, De Blasio, Emiliana, Orsina, Giovanni, Giorgino, Francesco (2020). *Sardine: fenomenologia di un movimento di piazza*. p. 1-158, ROMA:Luiss University Press, ISBN: 9788861055070

2018

Monografia o trattato scientifico

Mazzù, Marco Francesco, Giorgino, Francesco (2018). *BrandTelling*. p. 1-303, MILANO:EGEA, ISBN: 9788823836877