

ROBERTA GABRIELLI

roberta.gabrielli@bbs.unibo.it

Consultant

Adjunct professor - *Customer and competitive value analysis* – Master in Sales e Marketing

Academic course coordinator – Executive Master in Sales e Marketing

Bologna Business School

OTHER ACADEMIC POSITIONS

since 2015 Contract Professor of *Customer and competitive value analysis*

Executive Master in Sales e Marketing

Bologna Business School

since 2014 Academic course coordinator

Executive Master in Sales e Marketing

Bologna Business School

2015-2016 Tutorship in International Marketing and Distribution (CLAMDA)

University of Bologna

2016-2017 Teaching assistant in *Marketing, Customer analysis and marketing research, Planning sales networks and channels, Managing the sales network*

Executive Master in Sales e Marketing

Bologna Business School

2014-2016 Teaching assistant in *Marketing, Planning sales networks and channels, Pricing, Managing the sales network, CRM & Customer Satisfaction*

Executive Master in Sales e Marketing

Bologna Business School

2012-2015 Contract professor in *Market research* (LM in Mktg management)

Bocconi University

2010-2015 Teaching assistant in *Market research* (LM in Mktg management)

Bocconi University

OTHER POSITIONS

2015-2016 *Consultant*

Rimini Startup

Rimini

2010-2014 *Business analyst and consultant*

Target Research & Consulting

Milano

2010 *Internship*
Infomanager Srl
Forlì

2004-2008 *Office worker*
Studio Dott. Giancarlo Ferrucini - Rimini

EDUCATION

2017 Executive Master in Business Administration (EMBA)
Bologna Business School

2010 MSc in Economics and Business Administration
University of Bologna

2008 Degree in Economics
University of Bologna