



PAOLO PALOMBA

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Professor of *Food and Wine Distribution and Retail* – MBA Food and Wine
Economics and Management of Agri-Business – Master in Business Administration / Food and Wine
Bologna Business School
University of Bologna

OTHER POSITIONS

Since July 2009 - General Manager
Ctm Altromercato soc. coop.

2004 - 2009 Commercial and Marketing Director
National Head Quarter SIGMA

2001 - 2004 Brand Conad and Purchasing Director
Centrale Nazionale CONAD

1997 - 2001 Marketing Manager
CONAD

1993 - 1997 Responsible of Own Brands
Conad (Purchasing and Marketing)

1990 - 1993 Head of Commercial Planning and
Projects CONAD
CONAD Representative at CEM (Cooperation Europeenne de Marketing), Central European purchases
in Brussels.

1986 - 1990 Buyer of Fresh Food, Sector Cold Cuts and
Gastronomy CONAD

EDUCATION

Several courses in several modules at SDA BOCCONI University MILAN
Retail Marketing, New Marketing Competencies, Advertising Management

"Competitive Marketing Strategies."
MCE Brussels (American Marketing Association)

1980 - 1985: Degree in Agricultural Science
University of Bologna

PRINCIPAL PUBLICATIONS

2009 Author with Nomisma Group of book "Marketing dei prodotti tipici" (Marketing of typical
food products).