

## Curriculum vitae

### PERSONAL INFORMATION

Daniel Trabucchi



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### CURRENT POSITION

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Jan 2019–Present

Assistant Professor @ School of Management, Politecnico di Milano

Member of LEADIN' Lab, the Laboratory of Leadership, Design and Innovation of the School of Management of Politecnico di Milano, doing research and teaching in the areas of:

- Digital Two-Sided Platforms
- Agile approaches for Innovation
- Engagement in Innovation activities
- Project Management

### MAIN PROJECTS and ROLES

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Sep 2019–Present

Co-Founder @ Symplatform – Matching Scholars and Practitioners

Politecnico di Milano, Trinity College Dublin and Audencia Business School

Designing, organizing and promoting an international symposium on digital platforms, aiming to involve both scholars and practitioners.

<https://symplatform.com>

Sep 2018–Present

Member of the Scientific Committee @ IDEaLs – Global Research Platform

Politecnico di Milano, Milano (Italy)

Working on a collaborative research program with numerous industrial multinational partners to study how to engage people to make innovation happen.

<http://www.ideals.polimi.it>

Jan 2019–Dec 2019

Researcher for the Project “Center 4 Technology Foresight” – Funded by Fondazione Eni Enrico Mattei

Politecnico di Milano, Milano (Italy)

Coordinating an exploratory study regarding the business models and the tools for applying Technology Foresight.

### WORK EXPERIENCE

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Jan 2019–Dec 2019

Post-Doctoral Researcher

Politecnico di Milano, Milano (Italy)

The field of research is Innovation Management, focusing on platforms and two-sided markets as a mean to foster innovation leveraging the digital transformation.

Sep 2017–Feb 2018

Visiting PhD at Trinity College Dublin, Dublin (Ireland)

- Developing a research project on two-sided markets and digital business models.

Mar 2015–Present

Lecturer at Politecnico di Milano, Milano (Italy)

- Comportamento Organizzativo – B.Sc. in Management Engineering.

Teaching assistant at Politecnico di Milano, Milano (Italy)

- Leadership and Innovation – Prof. Buganza – M.Sc. in Management Engineering. Lectures on Design-Driven Innovation, Technology-Push Innovation, Platforms strategies; Whole Brain Model and Open Innovation; tutorship during the students’ project development. (5 editions in English)
- Managing Technology Disruption – Prof. Caio – M.Sc. in Management Engineering and Mechanical Engineering. Lectures on Two-Sided Business Models, Sharing Economy and Big Data. (4 editions in English)
- Design Management Lab – Prof. Verganti, Cautela and Zurlo – M.Sc. in Management Engineering. Lectures on design management, innovation dynamics and tutorship during the students’ project development. (2 editions in English)
- Gestione dei progetti aerospaziali (Project Management for the Aerospace industry) – Prof. Mancini and Prof. Pellizzoni – M. Sc. in Aeronautical Engineering. Lectures of scope management; planning, controlling and risk management. (2 editions in Italian)
- Strategie ed economia del progetto (Strategy and project management) – Prof. Buganza – B.Sc. in Design. Lectures on Organization, Business Modelling, Strategy, User’s needs analysis, Marketing and Project Management; tutorship during the students’ project development. (3 editions in Italian)

Feb 2015–Present Lecturer at MIP (Core Faculty), Politecnico di Milano, Graduate School of Business – Area Design, Innovation and Project Management

- Masters and Executive Masters:
  - Master in Management: lectures on “Project Management Fundamentals” (multiple editions in Italian)
  - Master in Management: lectures on “Project Management Advanced” (multiple editions in Italian)
  - Master in Management: lectures on “Agile Innovation” (multiple editions in Italian)
  - Master in Management: lectures on “Agile Fundamentals” (multiple editions in Italian)
  - Master in Management: lectures on “Agile Advanced” (multiple editions in Italian)
  - Executive Master in Design and Innovation: lecture on “Business Model Innovation” (multiple editions in Italian)
  - Master in Global Luxury Management (MgMLux): lectures on “Business Model Innovation” (multiple editions in English)
  - Master in Business Analytics and Big Data: lectures on “Project Management” (multiple editions in English)
  - Advanced Master in Innovation and Entrepreneurship: lectures on “Project Management” (multiple editions in English)
  - Executive Master in Enterprise Risk Management (ERM): lecture on Project Risk Management (1 edition in English)
  - Master in Alto Apprendistato – Master in Management per l’Innovazione Digitale: lectures on “Open and Collaborative Innovation” (1 edition in Italian)
  - Master in Alto Apprendistato – Development of Innovative Software Products: lectures on “Project Management” (1 Edition in Italian)
  - Executive Master in Project Management: lectures on “Agile Innovation” (multiple editions in Italian)
  - Flexible Executive Master in Project Management: lectures of “Innovation Leadership” and “Agile Project Management”
- MBAs
  - Flexible Executive Master in Business Administration, FlexEMBA. Lecturer and Tutor in the module: Design, Innovation and Project Management (multiple editions in Italian)

- International Flexible Executive Master in Business Administration, iFlex. Lecturer and Tutor in the module: Innovation Management (multiple editions in English)
- Executive Master in Business Administration Part Time, EMBA PT. Lecturer in the module: Project Management.
- Master in Business Administration Full Time, MBA FT. Lecturer in the module Organizational Behavior and Leadership Development. Tutor in the module Design, Innovation and Project Management (multiple editions in English)
- Master in Business Administration Part Time, MBA PT. Lecturer in the modules Innovation Leadership, Project Management and Leadership.
- Elective module on “Advanced Project Management” for the Executive Master in Business Administrations (multiple editions in Italian)
- Corporate education:
  - Lecturers on Project Management Fundamentals, Advance and Agile and Innovation Management (Design Driven Innovation, Two-Sided Platforms, Business Model Innovation; Technology Push Innovation, Open Innovation) for various small and large companies
  - Co-lecturer in projects to design Project Management guidelines for small and medium Italian enterprises
  - Co-lecturer in managing workshops and hackathons for small and medium Italian enterprises
- European projects: lecturer and tutors on Design-Driven Innovation, Strategic Design and Customer centred Design within the “Design for Enterprises” project founded by the Horizon 2020 Programme of the European Union

Nov 2015–Present Lecturer at POLI.Design - Consorzio del Politecnico di Milano, Milano (Italy)

- Master in Strategic Design: lecture on Innovation Management and Project Management (multiple editions in English)
- Business Design Workshop: lectures and tutorship in a workshop in the field of Two-Sided Business Models and Project Management.

Nov 2016–Dec 2017 Lecturer at Scuola Master Fratelli Pesenti - Politecnico di Milano – Dipartimento ABC, Milano (Italy)

- Master in Project Management delle Opere Strutturali ed Infrastrutturali: lectures on “Project Management Fundamentals” (2 editions in Italian)

March 2021 Adjunct Professor at Toulouse Business School

Two elective courses:

- Platform Thinking
- Agile Project Management for Innovation

Jan 2015–Present Supervisor and co-supervisor for graduation theses at Politecnico di Milano, Milano (Italy)

Tutor and/or reviewer for the “Business game”, thesis for the Bachelor of science in Management Engineering (multiple editions).

Supervisor and co-supervisor for the graduation theses of both Master and Bachelor students, regarding different topics, such as Business Model Design, Incumbents' reaction to design-driven innovation, Strategies in mobile apps platforms, both for Management Engineering and Product Service System Design at Politecnico di Milano.

## PUBLICATIONS AND PROCEEDINGS

### Scientific Publications

(<https://orcid.org/0000-0003-1290-8043>)

- Patrucco, A., Moretto, A., Trabucchi, D. & Golini, R. (2022). Beyond innovative supply chain business models. *Research-Technology Management*. Forthcoming
- Trabucchi, D., & Buganza, T. (2021). Entrepreneurial dynamics in two-sided platforms: the influence of sides in the case of Friendz. *International Journal of Entrepreneurial Behavior & Research*.
- Pinarello, G., Trabucchi, D., Frattini, F., & Manfredi Latilla, V. (2021). How firms use inbound Open Innovation practices over time: evidence from an exploratory multiple case study analysis. *R&D Management*.
- Patrucco, A. S., Trabucchi, D., Frattini, F., & Lynch, J. (2021). The impact of Covid-19 on innovation policies promoting Open Innovation. *R&D Management*.
- Trabucchi, D., Muzellec, L., Ronteau, S., & Buganza, T. (2021). The platforms' DNA: drivers of value creation in digital two-sided platforms. *Technology Analysis & Strategic Management*, 1-14.
- Trabucchi, D., & Buganza, T. (2021). Landlords with no lands: a systematic literature review on hybrid multi-sided platforms and platform thinking. *European Journal of Innovation Management*.
- Trabucchi, D., Buganza, T., Muzellec, L. & Ronteau, S. (2021). Platform-Driven Innovation: Unveiling Research and Business Opportunities. *Creativity and Innovation Management*. 30(1). 6-11
- Trabucchi, D., Sanasi, S., Ghezzi, A., & Buganza, T. (2021). Idle Asset Hunters—The Secret of Multi-sided Platforms. *Research-Technology Management*. 64(1).
- Sanasi, S., Trabucchi, D., Pellizzoni, E. & Buganza, T. (2021). The evolution of meanings: an empirical analysis in the social network. *European Journal of Innovation Management*. Forthcoming.
- Trischler, M., Meier, P., & Trabucchi, D. (2021). Digital platform tactics: how to implement platform strategy over time. *Journal of Business Models*. Forthcoming.
- Dell'Era C., Trabucchi, D., & Magistretti, S. (2021). Exploiting Incumbents' Potentialities From Linear Value Chains To Multi-Sided Platforms. *Creativity and Innovation Management*. <https://doi.org/10.1111/caim.12413>
- Trabucchi, D., Moretto, A., Buganza, T., & MacCormack, A. (2020). Disrupting the Disruptors or Enhancing Them? How Blockchain Re-Shapes Two-Sided Platforms. *Journal of Product Innovation Management*. <https://doi.org/10.1111/jpim.12557>
- Trabucchi, D., Bellis, P., Di Marco, D., Buganza, T., & Verganti, R. (2020). Attitude vs involvement: a systematic literature review at the intersection between engagement and innovation. *European Journal of Innovation Management*. <https://doi.org/10.1108/EJIM-05-2020-0171>
- Trabucchi, D., Buganza, T. and Verganti, R. (2020). Quantity or Quality? Value creation in two-sided platforms. *Technology Analysis & Strategic Management*. DOI: 10.1080/09537325.2020.1804057
- Trabucchi, D. and Magistretti, S. (2020). The Battle of Superheroes: The rise of the Platform

- Strategy in the movie industry. *Journal of Knowledge Management*. DOI: 10.1108/JKM-04-2020-0296,.
- Trabucchi, D. and Buganza, T. (2020). The power of Two-Sided Platforms to disseminate Resistant Innovations. *Management Decision*. DOI: 10.1108/MD-06-2019-0727,
- Pellizzoni, E., Trabucchi, D., Frattini, F., Di Benedetto, A. and Buganza, T., (2020). Leveraging stakeholders' knowledge in new service development: a dynamic approach. *Journal of Knowledge Management*. 24(2), 415-438. 10.1108/JKM-10-2019-0532
- Buganza, T., Trabucchi, D. and Pellizzoni, E., (2020). Limitless personalisation: the role of Big Data in unveiling service opportunities. *Technology Analysis & Strategic Management*, 32(1), 58-70. 10.1080/09537325.2019.1634252
- Trabucchi, D. (2020). Let's get a two-sided platform started Tactics to solve the Chicken and Egg Paradox. *Journal of Business Ecosystems*. 1(1). (Forthcoming)
- Deepak, S., Muzellec, L. and Trabucchi, D. (2020). BlaBlaCar: Value creation on a digital platform. *Journal of Information Technology Teaching Cases*. 1-8. 10.1177/0123456789123456
- Pellizzoni, E., Trabucchi, D. and Buganza, T. (2019). When agility meets open innovation: two approaches to manage open innovation. *Creativity and Innovation Management*. 28(4), 464-476. 10.1111/caim.12337
- Magistretti, S., Trabucchi, D., Dell'Era, C. and Buganza, T., (2019). A New Path Toward a Hybrid Model: Insights from PwC's Italian Experience Centre . *Research-Technology Management*, 62(5) doi:10.1080/08956308.2019.1638223
- Trabucchi, D., and Buganza, T. (2019). Fostering digital platform innovation: From two to multi-sided platforms. *Creativity and Innovation Management*. 1-14 10.1111/caim.12320
- Trabucchi, D., Talenti, L. and Buganza, T. (2019). How do Big Bang Disruptors look like? A Business Model perspective. *Technological Forecasting and Social Change*. 141. 330-340. <https://doi.org/10.1016/j.techfore.2019.01.009>
- Trabucchi, D., Muzellec, L. and Ronteau, S. (2019). Sharing Economy: Seeing through the fog. *Internet Research*. <https://doi.org/10.1108/INTR-03-2018-0113>
- Pellizzoni, E., Trabucchi, D. and Buganza, T. (2019). Platform strategies: how the position in the network drives success. *Technology Analysis and Strategic Management*: 31(5): 579-592. <https://doi.org/10.1080/09537325.2018.1524865>
- Trabucchi, D. and Buganza, T. (2018). Data-Driven Innovation: switching the big data perspective. *European Journal of Innovation Management*: 22(1): 23-40. <https://doi.org/10.1108/EJIM-01-2018-0017>
- Trabucchi, D., Buganza, T., Dell'Era, C. and Pellizzoni, E. (2018). Exploring the Inbound and Outbound Strategies enabled by User Generated Big Data: Evidences from Leading Smartphone Applications. *Creativity and Innovation Management*: 27(1): 42-55.
- Trabucchi, D., Pellizzoni, E., Buganza, T. and Verganti, R. (2017) Interplay between technology and meaning: how music majors reacted?. *Creativity and Innovation Management*: 26(4): 327-338.
- Trabucchi, D., Buganza, T. and Pellizzoni, E. (2017) Give away your digital services: leveraging big data to capture value. *Research-Technology Management*: 60(2). 43-52.

Buganza, T., Dell'Era, C., Pellizzoni, E., Trabucchi, D., Verganti, R. (2015) Unveiling the potentialities provided by new technologies: A process to pursue technology epiphanies in the smartphone app industry. *Creativity and Innovation Management*. 24(3). 391-414.

**Under Review** Magistretti, S. & Trabucchi, D. Agile-as-a-Tool and Agile-as-a-Culture: A comprehensive framework of Agile approaches adopting Contingency and Configuration Theories. Under review @ IEEE Transactions on Engineering Management

Magnanini, S., Trabucchi, D., Buganza, T. and Verganti, R: Collaborate as a Flock in the Organization: How Selection and Synthesis influence Knowledge Convergence within a Complex Adaptive System. Under review @ Journal of Knowledge Management

Falcone, C., Trabucchi, D., Gastaldi, L., Buganza, T. and Corso, M. Platform Enhancers: collaborating to launch a platform. Under review @ Industrial Marketing Management

Buganza, T., Bellis, P., Magnanini, S., Press, J., Shani, A., Trabucchi, D., Verganti, R. and Zasa, F. (2022). Storymaking for innovation: sensemaking, engagement and organizational transformation Taulor and Francis. Forthcoming.

Ronteau, S., Muzellec, L., Saxena, D. and Trabucchi, D. (2022). Digital Business Models: The New Value Creation and Capture Mechanisms of the 21st Century. De Gruyter. Forthcoming

**Work in progress** Press, J., Bellis, P., Buganza, T., Magnanini, S., Trabucchi, D., Shani, A. B. R., ... & Zasa, F. P. (2021). IDEaLs (Innovation and Design as Leadership): Transformation in the Digital Era. Emerald Group Publishing.

Buganza, T., Bellis, P., Magnanini, S., Press, J., Shani, A., Trabucchi, D., Verganti, R. and Zasa, F. (2022). Storymaking for innovation: sensemaking, engagement and organizational transformation Taulor and Francis. Forthcoming.

Ronteau, S., Muzellec, L., Saxena, D. and Trabucchi, D. (2022). Digital Business Models: The New Value Creation and Capture Mechanisms of the 21st Century. De Gruyter. Forthcoming

**Books** Press, J., Bellis, P., Buganza, T., Magnanini, S., Trabucchi, D., Shani, A. B. R., ... & Zasa, F. P. (2021). IDEaLs (Innovation and Design as Leadership): Transformation in the Digital Era. Emerald Group Publishing.

Buganza, T., Bellis, P., Magnanini, S., Press, J., Shani, A., Trabucchi, D., Verganti, R. and Zasa, F. (2022). Storymaking for innovation: sensemaking, engagement and organizational transformation Taulor and Francis. Forthcoming.

Ronteau, S., Muzellec, L., Saxena, D. and Trabucchi, D. (2022). Digital Business Models: The New Value Creation and Capture Mechanisms of the 21st Century. De Gruyter. Forthcoming

**Contributions in peer reviewed books** Trabucchi, D., Magistretti, S., Pellizzoni, E. & Frattini, F. (2020) A Framework linking Open Innovation Practices with Strategic Goals. In: Fernandes G., Dooley L., O'Sullivan D., 7. Rolstadås A. (eds) Managing Collaborative R&D Projects: Leveraging Open Innovation Knowledge-Flows for Co-Creation

Landoni P., Trabucchi D. (2020) Sustainability Models for Social Innovation Projects: A Theoretical Perspective. In: Fassi D., Landoni P., Piredda F., Salvadeo P. (eds) Universities as Drivers of Social Innovation. Research for Development. Springer, Cham

Landoni P., Trabucchi D. (2020) Sustainability Models for Social Innovation Projects: An Empirical Perspective. In: Fassi D., Landoni P., Piredda F., Salvadeo P. (eds)

Universities as Drivers of Social Innovation. Research for Development. Springer, Cham

Pellizzoni E., Trabucchi D., Landoni P. (2020) Co-design of Sustainability Models: The Process. In: Fassi D., Landoni P., Piredda F., Salvadeo P. (eds) Universities as Drivers of Social Innovation. Research for Development. Springer, Cham

Pellizzoni E., Trabucchi D., Landoni P. (2020) Co-design of Sustainability Models: Examples. In: Fassi D., Landoni P., Piredda F., Salvadeo P. (eds) Universities as Drivers of Social Innovation. Research for Development. Springer, Cham

#### Conference proceedings

Trabucchi, D., Buganza, T. & Patrucco, A. (2021). The bright side of transparency: fostering trust in a world that seeks privacy. *28th Innovation and Product Development Conference*. Digital conference, June 2021.

Trabucchi, D. & Buganza, T. (2021) Data scandals, data breaches, and many more *28th Innovation and Product Development Conference*. Digital conference, June 2021.

Magnaini, S., Trabucchi, D., and Verganti, R. (2021) The emergence of patterns in a dynamic convergence process driven by synthesis: a linkography analysis *28th Innovation and Product Development Conference*. Digital conference, June 2021.

Di Marco, D. Trabucchi, D., Buganza T. & Verganti, R. (2021). It's not Uber!: using an amended model based on the utaut perspective to explore the adoption of covid-19 contact tracing apps *28th Innovation and Product Development Conference*. Digital conference, June 2021.

Bellis, P. Verganti, R. & Trabucchi, D. (2021). Let's move on! how pairs collaboration fosters resilience over innovation *28th Innovation and Product Development Conference*. Digital conference, June 2021.

Gastaldi, L., Appio, F.P., Trabucchi, D., Buganza, T., Corso, M. (2021). Digital platforms and complementors: an empirical analysis based on Youtube content creators *28th Innovation and Product Development Conference*. Digital conference, June 2021.

Trabucchi, D., Canterino, F., Shani, A., R., Buganza, T. and Verganti, R. (2020). Engaging companies in relevant and rigorous research: A hybrid approach at the intersection between Action Research, Collaborative Management Research and Design Science Research. *EURAM 2020*. Digital Conference - December 2020.

Trabucchi, D. and Buganza, T. (2020). The evolution of a Two-Sided Platform through its Value Propositions: The Case of Friendz. *21<sup>st</sup> International CINet Conference*. Digital conference - Milano, Italy. September 2020.

Magnanini, S., Trabucchi, D., Buganza, T., and Verganti, R. (2020). Swarming narratives: the role of convergence methods to engage employees towards a new shared vision. *21<sup>st</sup> International CINet Conference*. Digital conference - Milano, Italy. September 2020.

Zasa, F., Trabucchi, D. and Buganza, T. (2020). Mistaken without knowing it: The Role of Heuristics and Biases in Project Management. *21<sup>st</sup> International CINet Conference*. Digital conference - Milano, Italy. September 2020.

Bellis, P., Buganza, T., Magnanini, S., Press, J., Trabucchi, D., Verganti, R. and Zasa, F. (2020). Story-making for innovation: creating a transformation journey to make innovation happen. *21<sup>st</sup> International CINet Conference*. Digital conference - Milano, Italy. September 2020.

Magnanini, S., Trabucchi, D. and Verganti, R. (2020). Convergence in Innovation: The Perception of Synthesis in co-creating A New Organizational Vision. *27th Innovation and Product Development Conference*. Digital conference, June 2020

Trabucchi, D. and Buganza, T. (2020). Embracing a Human-Centred Organization. Engaging



- employees in a new organizational direction through action research. *27th Innovation and Product Development Conference*. Digital conference, June 2020
- Trabucchi, D. and Magistretti, S. (2020). Iron Man VS Batman and Wolverine: what Creative Industries can teach in designing platforms. *27th Innovation and Product Development Conference*. Digital conference, June 2020.
- Magistretti, S. and Trabucchi, D. (2019). Agile as a Tool and Agile as a Culture A comprehensive framework on agile approaches. *XXX Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale*. Torino, October 2019.
- Trabucchi, D., Buganza, T. and Patrucco, A. (2019). Do you care how digital platforms use your data?. *XXX Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale*. Torino, October 2019.
- Trabucchi, D., Buganza, T. and Patrucco, A.S., (2019). Do you care how digital platforms use your data? The role of transparency in Data-Driven Business Models. *R&D Management Conference*. Paris, June 2019.
- Trabucchi, D., Moretto, A., Buganza, T. and MacCormack, A., (2019). Disrupting the Disruptors or Enhancing Them? How Blockchain Re-Shapes Two-Sided Platforms. *26th Innovation and Product Development Conference*. Leicester (UK), June 2019.
- Press, J., Verganti, R., Bellis, P., Trabucchi, D., Buganza, T., Magnanini, S., Zasa, F.P. and Shani A. B., (2019). Leadership and Design in Innovation: from Process management to People-Object interaction. *26th Innovation and Product Development Conference*. Leicester (UK), June 2019.
- Trabucchi, D. and Buganza, T. (2018). The role of network effects in the dissemination process of a resistant innovation: the case of Car Sharing. *XXIX Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale*. Castellanza, October 2018.
- Trabucchi, D., Muzellec, L., Ronteau, S., and Buganza, T. (2018). Drivers of value creation in two-sided digital platforms: an exploratory analysis. *R&D Management Conference*. Milan, July 2018.
- Trabucchi, D., Gastaldi, L., Pellizzoni, E., Buganza, T. and Corso, M. (2018). Launching a Two-Sided Platform: The Role of Platform Enhancers. *R&D Management Conference*. Milan, July 2018.
- Trabucchi, D. and Buganza, T. (2018). From Two to Multi-Sided Markets: Fostering Innovation on Digital Platforms. *25th Innovation and Product Development Conference*. Porto, June 2018.
- Lau, B., Sheerazi, S., Bianchi, M., Buganza, T., Pellizzoni, E. and Trabucchi, D. (2018). Side to Side: Balancing Paradoxical Tensions Within Product Innovation. *25th Innovation and Product Development Conference*. Porto, June 2018.
- Trabucchi, D., Talenti, L. and Buganza, T. (2018). The antecedents of disruption: Business Model configurations of Big Bang Disruptors. *3rd Abbe Gregoire Innovation Days*. Pairs, April 2018.
- Trabucchi, D., Buganza, T., Dell’Era, C. and Pellizzoni, E. 2017. Exploring the Inbound and Outbound Strategies enabled by User Generated Big Data: Evidences from Leading Smartphone Applications. *XXVIII Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale*. Bari , October 2017.
- Buganza, T., Di Benedetto, A., Frattini F., Pellizzoni, E. and Trabucchi, D. (2017). An empirical analysis on stakeholder involvement in new service development. *XXVIII Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale*. Bari , October 2017.



- Trabucchi, D., Buganza, T. and Verganti R. (2017). Quantity or Quality? Feeding cross-side network externalities through alternative strategies. *24<sup>th</sup> Innovation and Product Development Conference*. Reykjavik, June 2017.
- Buganza, T., Di Benedetto, A., Frattini F., Pellizzoni, E. and Trabucchi, D. (2017). An empirical analysis on stakeholder involvement in new service development. *24<sup>th</sup> Innovation and Product Development Conference*. Reykjavik, June 2017.
- Trabucchi, D., Pellizzoni, E., Buganza, T. and Verganti, R. (2016). Incumbents' survival after innovation of meaning: the case of Music Majors. *XXVII Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale*. Bergamo, October 2016.
- Trabucchi, D., Buganza, T., Pellizzoni, E. (2016). Virtual-Real Seamless Services: Mass personalization in the Mobile-App industry. *17<sup>th</sup> International CINet Conference*. Torino, September 2016.
- Yaegashi, K., Trabucchi, D. and Verganti, R. (2016). The productisation of the education business: a theoretical framework. *R&D Management Conference*. Cambridge, June 2016.
- Trabucchi, D., Pellizzoni, E., Buganza, T. and Verganti, R. (2016). How music majors survived radical innovations of meaning? *23<sup>rd</sup> Innovation and Product Development Conference*. Glasgow, June 2016.
- Trabucchi, D., Buganza, T. and Pellizzoni, E. (2015). Re-design two-sided markets strategies in high-tech industries. *R&D Management Conference*. Pisa, June 2015.
- Buganza, T. and Trabucchi D., (2015). Orthogonal two-sided markets: strategies and new opportunities through technological waves. *22<sup>nd</sup> Innovation and Product Development Conference*. Copenhagen, June 2015.

Other roles in national and international conferences or journals

#### Organizing committee

- 28<sup>th</sup> Innovation and Product Development Conference ([https://www.eiasm.org/frontoffice/event\\_announcement.asp?event\\_id=1492](https://www.eiasm.org/frontoffice/event_announcement.asp?event_id=1492)) – June, 2021- Phygital conference from Milan.
- 21<sup>st</sup> International CINet Conference (<https://www.continuous-innovation.net/events/conferences/2020.html#1>) – September, 2020 – Digital conference.
- 1<sup>st</sup> and 2<sup>nd</sup> Symplatform (<http://symplatform.com>) – June-July, 2020; May 2021 – Digital conference.

#### Guest editor:

- Special Issue “Technology-enabled multi-sided platforms in B2B settings: challenges and opportunities for supply chain ecosystems” on *Industrial Marketing Management*, proposed by Daniel Trabucchi, Andrea Patrucco, Tommaso Buganza, Laurent Muzzelec and Sebastien Rounteau. (<https://www.journals.elsevier.com/industrial-marketing-management/call-for-papers/technology-enabled-multi-sided-platforms-in-b2b-settings-challenges-and-opportunities-for-supply-chain-ecosystems>)
- Special Issue “Digital Two-Sided Platforms Unveiling Research and Business Opportunities” on *Creativity and Innovation Management*, managed by Daniel Trabucchi, Tommaso Buganza, Laurent Muzzelec and Sebastien Rounteau Published in Issue 30 Volume 1 (<https://onlinelibrary.wiley.com/toc/14678691/2021/30/1>)

#### Track Proponents and/or Track Chair:

- Track “ Digital Platforms: opportunities and challenges for research, industry, and society” proposed by Tommaso Buganza, Laurent Muzzelec, Sebastien Rounteau

and Daniel Trabucchi at the *R&D Management Conference 2019*.

- Track “Digital platforms and digital technologies” proposed by Tommaso Buganza, Ellen Enkel, Laurent Muzzelec, Daniel Trabucchi and Andrea Urbinati at the *R&D Management Conference 2018*.
- Track “Business-Model & Innovation” proposed by Sébastien Ronteau, Tommaso Buganza and Daniel Trabucchi at the *3<sup>rd</sup> Abbe Gregoire Innovation Days*.
- Track “Business Model Innovation in a Digital environment” proposed by Tommaso Buganza, Paolo Landoni, Matteo Kalchschmidt, Angelo Natalicchio, Elena Pellizzoni and Daniel Trabucchi at the *XXVIII Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale (2017)*.
- Track “The evolution of the value chain: platforms and ecosystems to foster business model innovation for established firms” proposed by Tommaso Buganza, Umberto Panniello, Paolo Roma, Stefania Testa and Daniel Trabucchi at the *2021 Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale (2021)*.

#### **Reviewer and/or Discussant:**

- International journals (<https://publons.com/a/1296194/>)
  - o Journal of Knowledge Management
  - o Creativity and innovation management
  - o Technological Forecasting and Social Change
  - o Technology Analysis and Strategic Management
  - o Competitiveness Review
  - o IEEE Transactions on Engineering Management
  - o International Journal of Technology and Innovation Management
  - o Journal of Business Ecosystems
  - o SAGE Open
  - o Academy of Management Annual Meeting
  - o International Journal of Innovation and Technology Management
  - o European Journal of Innovation Management
  - o Journal of Product Innovation Management
  - o Journal of Innovation Economics and Management
  - o International Journal of Entrepreneurship and Innovation Management
  - o Internet Research
  - o Journal of Strategy and Management
  - o Technovation
- Conferences:
  - o Innovation and Product Development Management Conference (2017, 2018, 2019, 2020, 2021)
  - o Cinet (2016, 2020)
  - o R&D Management Conference (2015, 2018)
  - o Abbe Gregoire Innovation Days (2018)
  - o Design Management Academy Conference (2017, 2019)
  - o *XXVII, XXVIII, XXIX Riunione Scientifica Annuale Associazione Italiana Ingegneria Gestionale (2016, 2017, 2018, 2019, 2020, 2021)*

Professional Development  
Workshops

#### **The Wharton Global Faculty Development Program**

*Digital event, August, 2020*

Selected to be part of the program aimed to enhance professional development for junior faculty in the management field.

#### **Journal of Product Innovation Management - Paper Development Workshop**

*Munich, April 1<sup>st</sup> 2019*

Selected with the paper “Landlord with no lands”

Guest speeches and Webinars

**Officine Italia**

May 16<sup>th</sup>, 2020

Guest speech presenting the “Lean Canvas” to launch the workshop session of the event.

<https://www.officineitalia.org/oi-evento2020>

Video: <https://www.youtube.com/watch?v=v6ZWmvhPleQ&t=27417s>

Post event podcast:

<https://open.spotify.com/episode/0tOChR0I2bcMJPPYm87m5r?si=l0U6kH65RJ2LW1R4I39IsA>

### **Growth & Innovation at Sasol Chemicals – Webinar**

July 31<sup>st</sup>, 2020

Webinar titles “Digital disruption – Innovation in the era of platforms”

### **Sintetica – Company presentation**

October 14<sup>th</sup>, 2020

Guest speech with Tommaso Buganza presenting the IDEaLs project to the company

Video: [https://www.youtube.com/watch?v=jI\\_6z4-A\\_TE&t=3313s](https://www.youtube.com/watch?v=jI_6z4-A_TE&t=3313s)

## EDUCATION AND TRAINING

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Nov 2015–Jan 2019

PhD in Management Engineering @ School of Management Politecnico di Milano.

Thesis: “Beyond Matchmaking: Value creation and capture in digital two-sided platforms”

Supervisor: Prof. Tommaso Buganza

Result: PhD Cum Laude

Mar 2013–Dec 2014

Master degree in Management Engineering

Politecnico di Milano, Milano (Italy)

Graduation Grade 110/110

Thesis: “The raising of new orthogonal players in two-sided markets”, supervisor: Prof. Tommaso Buganza

Mar 2014–Mar 2014

Athens Programme

Warsaw University of Technology, Warsaw (Poland)

Course: “Ethics in research and engineering”

Sep 2009–Feb 2013

Bachelor degree in Management Engineering

Politecnico di Milano, Milano (Italy)

Graduation Grade 88/110

Thesis: "Business game"

Sep 2004–Feb 2009

High school certificate in Science

G. W. Leibniz, Bormio (SO) - Italy

Graduation Grade 84/100

## PERSONAL SKILLS and OTHERS INFORMATION

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Mother tongue(s)	Italian
Other language(s)	English Professional knowledge Certificate: TOEIC (2012) 935/990
Certifications	Engineering licence (Abilitazione alla Professione di Ingegnere dell'Informazione) IPMA - Introductory certificate in Project Management
Scholarships	Full PhD scholarship by Politecnico di Milano Politecnico di Milano, scholarship for merit (2014) Livigno City Hall, scholarship for merit: high school (2008, 2009, 2013; 2014)
Awards	<p><b>Special Mention @ Gianluca Spina Award for Teaching Excellence and Innovation</b> - Special Mention to Francesco Caio and Daniel Trabucchi for the educational initiative "Managing Technology Disruption" course. <i>Associazione Gianluca Spina &amp; Associazione italiana Ingegneria Gestionale</i> Digital conference, October 2020.</p> <p><b>Christer Karlsson Best paper Award Runner Up</b> - For the paper 'Disrupting the Disruptors or enhancing them? How the Blockchain reshapes Two-Sided Platforms' co-authored with Antonella Moretto, Tommaso Buganza and Alan MacCormack. For the paper 'Disrupting the Disruptors or enhancing them? How the Blockchain reshapes Two-Sided Platforms' co-authored with Antonella Moretto, Tommaso Buganza and Alan MacCormack. <i>26<sup>th</sup> Innovation and Product Development Conference</i>. Leicester (UK), June 2019.</p> <p><b>Best PhD Student Paper Award</b> – For the paper “ The antecedents of disruption: Business Model configurations of Big Bang Disruptors” co-authored with Luca Talenti and Tommaso Buganza. <i>3<sup>rd</sup> Abbe Gregoire Innovation Days</i>. Paris, April 2018</p>