

# GIULIA MARCOCCHIA

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92, Boulevard de Grenelle, 75015, Paris, F

## Researcher and Teacher in Systemic Innovation through design theories and methods

### Education

- 2019 PhD in Management Science: “ Projects as the enablers of ecosystem’s structuring: the case of the connected autonomous mobility”, Paris Saclay- Telecom Paris. *Best Thesis Award Paris Saclay 2019*
- 2014 Master of Research in Organizations Creation and Dynamics. Memoire: “Design Thinking and C-K design theory application in creative process management”, Director Prof Armand Hatchuel, Mines Paristech/PSL
- 1996 Master in Economics - Thesis on “Marketing evolution for sustainability performances” (110/110) Faculty of Economics, Turin, Italy

### Research

- Starting Sept 2022 Researcher **CY Ecole de Design**, Saint Germain en Laye, France. Focus on design management for systemic innovation toward ecosystems emergence and governance.
- 2019-2020 Associate Researcher **Strate Ecole de design**, Sevres, France. Focus on the strategic governance of design.
- Since 2018 Committee member **Design Society - SIG Design Practices**: research activity for capturing, studying and communicating current design challenges in their contexts
- Since 2015 Research contributor **UMR 9217 Institut Interdisciplinaire pour l’innovation** : “Theories and models of creation”, and on “Innovative firms transformation“ groups
  - Research contributor **Mack Institute for Innovation Management, Wharton School**, Philadelphia, PA, USA Program on Vehicle and Mobility Innovation, Contributor to research team on connected autonomous vehicle
  - Research contributor **IMD (Institut de la Mobilité Durable Renault-ParisTech)**: Business Models Research Group.
- Since 2014 Associate Researcher **Institut Polytechnique de Paris**, Palaiseau, France. Research topics: systemic innovation management through design theories and practices, ecosystem strategy.

## Industrial and consultancy experience

- 4.2021-  
today Scientific Leader of TTWW Committee for EuroTeQ project including six leading European engineering schools, Ecole Polytechnique, Palaiseau, France.
- 11.2019-  
today Chief Scientist for Consortium CIM4.0, Torino, Italy, for the creation and follow up of two upskilling-reskilling programs for middle managers, CIM4.0 and SMTC Academies
- 4.2019-  
today Consultant on Design Driven Innovation: creative workshops for innovation exploration and exploitation using various design methodologies
- 2017 Creative Workshops Manager and Business Model Designer, Le Square RENAULT: urban deployment of Autonomous Driving based services solutions, application of design methodologies to user experience definition.
- 2014-  
2018 Business Model Designer and User Experience Contributor, European Commission, Horizon 2020 programs: Automat (creation of a vehicle-originated data marketplace) and TENT-T CorriDoor (creation of a EV fast charging stations network in France). Attendance to Consortium committees, preparation and presentations of research updates, EU-addressed deliverables writing.
- 2012-  
2013 Strategist and Entrepreneur Consultant, New Angles, Sustainability Consultancy, Paris, France Design strategy project; Re-Evolution, Real estate company, Mestre, Italy Start up design project; YellowWindow, Design Consultancy, Paris. Service design project in urban mobility.
- 2010-  
2011 Business Angel, La Burgheria, Girls in Garden Srl, fast-food start up, Turin Italy; GranStudio, design consultancy start up, Turin, Italy.
- 2004-  
2010 Design Business Development & Strategy Director, PININFARINA SpA, Cambiano, Italy: transportation design, engineering and manufacturing for worldwide original equipment manufacturers (i.e. Ferrari, Maserati, Eurostar, PSA, Honda, Talgo, Prinoth, Magnum Marine, CaseNewHolland, Iveco, SAME). Strategy definition and execution for entering new sectors, increasing customer panels and developing the lifestyle brand values. Creation of innovative expertise applications and strategic partnerships definition. Project responsibility. Creation and management of tools to measure business development performance, project development, customer satisfaction and to track project experience feedback from team.
- 1997-  
2004 Account and Development Manager, CAY ARBOR International, Torino, Italy and Monterrey, Mexico: industrial consulting for market research, start-up, M&A, turn-around and commercial representation. Business development, contract negotiation and coordination of the start-up from green field of two plants for Tier 1 suppliers.

## Publications & communications

### Peer reviewed Articles & Communications

Marcocchia, G (submitted in 2022) “The role of design principles and artefacts in the emergence of innovation ecosystems toward sustainable futures.” Paper submitted to Creativity and Innovation Management Journal, Special Issue The (Re)Design of Ecosystems to face Grand Challenges.

Gentes, A, Marcocchia G “The forgotten legacy of Schön: from materials to mediums in the design activity” paper accepted for publication in 2023 in Design Issues, MIT Press Direct.

Marcocchia, G. (2021) “The role of design principles in partners’ alignment toward the emergence of innovation ecosystems. The autonomous connected mobility case” Paper accepted for R&D2021 Conference, July 2021

Marcocchia, G (2020) “The role of artefacts design in structuring innovation ecosystems” Evidences from the autonomous connected mobility” Strategic Management Society Special Conference, Berkeley USA

Marcocchia, G (2019) “Systemic and disruptive innovation exploration dynamics toward ecosystem structuring: the case of the connected autonomous mobility” R&D Management Conference Paris, France

Marcocchia, G (2019) “The alignment process toward autonomous connected mobility ecosystem structuring. Lessons learnt on the incumbents’ side” GERPISA Conference, Paris, France

Marcocchia, G. (2018) “Value creation in mobility ecosystems: What is the role of organizational structure?” Academy of Management Conference, Chicago, IL, USA

Marcocchia & Maniak (2018) “Managing “Proto-Ecosystems” Projects –Two Case Studies From The Smart Mobility Industry” International Journal of Automotive Technology and Management 18(3):209-228 (DOI: 10.1504/IJATM.2018.10013849)

Marcocchia G. & Chen (2016) “Innovation Ecosystems and Public-Private Partnership for Sustainable Mobility” SMS Strategic Management Society” Berlin, Germany

Maniak R. and Marcocchia G. (2015). "Connected vehicle and new value chains." PVMI-CAMI Research Conference, Isola de San Servolo, Venezia, Italy.

### Keynotes

Marcocchia G, Sept 16<sup>th</sup> 2022, Speaker at EAIE conference, Barcelona, Spain “Co-creation on a European University scale: linking with society to create innovative approaches and learning formats”

Marcocchia G, March 3<sup>rd</sup> 2022, Speaker at SPS Smart Production Solution conference, Perspective for managers education toward sustainability performances, Milano, Italy

Marcocchia G, Ruyvalds R August 16<sup>th</sup> 2021 Speaker and workshop organizer on “Addressing Practical Challenges Implementing Industry 4.0” for ICED 2021 conference

Marcocchia G (2020) April 15<sup>th</sup> 2020 Speaker on Webinar “Introduction to Design Thinking” for CIM4.0 consortium.

Marcocchia G (2019) Panelist on “Innovation Management by Design “ at Creative workshop, Matrice, January 16<sup>th</sup>, Paris, France

Marcocchia G (2018) Panelist at “The future of mobility is written in the present”, Master Durable Mobility TelecomParistech and Ecole des Ponts, June 18, Paris, France

Marcocchia G (2018) Panelist at “Is Design Thinking everywhere except in design? “ round table, Les Journees de l’Abbe Gregoire, April 3<sup>rd</sup> 2018, Paris, France

Marcocchia G (2017) Creation, presentation and animation of “The Challenge of design the Autonomous Vehicle Ecosystem” ICED 2017 Vancouver Canada August 21<sup>st</sup> 2017, as Workshop of SIG Design Practices of the Design Society

Marcocchia G (2017) Speaker and at animator at “The future of Intermodality” workshops organized by STIF January and May 2017, Paris France.

## **Teaching**

2021/2022

**Institut Polytechnique Paris- Palaiseau, F**

1<sup>st</sup> year Engineering Cycle: Responsible of the Module Innovation Management, and teacher for the Innovation Management through Design class

**Strate Ecole de Design, Sèvres, F**

MBA Managing by Design- Design&Innovation Teacher of “Design and Strategy”

Master Innovation and design- Design Management Electif Teacher of “Strategy and design” and “Design and Business Modelling”

**CIM4.0, Turin, I**

I4.0 Digital Transformation Academy, classes on Value Network design, Platform design, Innovation exploration through design methodologies

Sustainable Mobility SMTC Academy, classes on Ecosystem design, Innovation exploration through design methodologies

2019/2020 and 2020/2021

**ENSTA, Palaiseau, F**

1<sup>st</sup> year Engineering Cycle: Responsible of the Module Innovation Management, and teacher for the Innovation Management through Design class

Leader for the creation of the Innovation week, first edition 2021 (workshops, conferences, creative work sessions for over 200 students)

**Strate Ecole de Design, Sèvres, F**

MBA Managing by Design- Design&Innovation Teacher of “Design and Strategy”

Master Innovation and design- Design Management Electif Teacher of “Strategy and design” and “Design and Business Modelling”

Master Smart Cities: teacher of Transportation and Mobility course

**Strate Ecole de Design, Singapore**

Master Smart Cities: teacher of Transportation and Mobility course

**SciencesPo, Paris, F**

Master Innovation&Transformation Numerique, Management&Innovation by Design, classes on Strategy

**CIM4.0, Turin, I**

I4.0 Digital Transformation Academy, classes on Value Network design, Platform design, Exploration methodologies

2018/2019

**Ecole Polytechnique, Paris, F**

2nd year engineering cycle. Tutor for workshops on Organizations Theory, Direction V. Steyer. Innovation and technology cursus.

### **Strate Ecole de Design**, Sevres, F

MBA Managing by Design- Design&Innovation Tutor for session on “Design and Strategy”

Master Innovation and design- Design Management Electif Tutor for “Strategy and design” and “Design and Business Modelling”

### **SciencesPo**, Paris, F

Master Innovation&Transformation Numerique, Management&Innovation by Design, classes on Strategy

2016/2017 and 2017/2018

### **Ecole Polytechnique**, Paris, F

3rd year engineering cycle. Co-teaching of Innovative methods of conception. Direction Prof C. Midler. Entrepreneurship and innovation management Cursus

2nd year engineering cycle. Teacher of Innovation Management. Direction Prof R.Maniak. Entrepreneurship and innovation management Cursus

2nd year engineering cycle. Teacher of Organizations Theory, Direction V. Steyer. Innovation and technology cursus.

2016/2017 and 2017/2018 **Université Dauphine**, Paris, F

Master in Management of technology and Innovation, teacher of Innovation Management collaborating with Prof Florence Charue-Duboc

2014/2015: **Istituto Marangoni** design and fashion school, Paris, F/Manchester University MMU, Manchester, UK

Master programs: Course preparation and teacher for Research methods and Design driven luxury brand management classes. Unit coordinator for Research methods for Master classes.

Undergraduate: Course preparation and teacher of Marketing research methods.

Assessments, student dissertations supervision and coordinator for Master programs Research methods unit.

## **Languages**

**Italian**: mother tongue, **French**: fluent written/spoken (DALF on January 1997), **English**: fluent (TOEFL 263/300 on Nov 2000), **Spanish**: fluent written/spoken

## **Other Interests**

Skipper, Rescue Diver (PADI), Marine biology expeditions, Violin player