

Francesco DERCHI
creativity will save the world

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WORKING EXPERIENCE

HARVARD BUSINESS REVIEW, Italy **Feb 2022 - Present**
Course Director and Contributor

- Executive Education programs on Exponential Organizations
- Contributor on the topic of Exponential Organizations

ÉCOLE HÔTELIÈRE DE LAUSANNE, Switzerland **Sept 2021 - Present**
Adjunct Professor. Graduate School
Visiting Lecturer in Marketing for Bachelor and Master Programs **Sept 2019 - Dec 2021**

- Bachelor Courses: “International Services Marketing” and “Foundations of Hospitality Marketing”
- Master Courses: “F&B Marketing”
- Executive Education: Brand & Branding courses

GENEVA BUSINESS SCHOOL, Switzerland **Jan 2016 - Present**
Professor of Marketing

- Bachelor Courses: “Marketing 1 - 2”; “Consumer Behaviour”; “Digital Marketing”
- Master Courses: “Digital Business”, “Platforms & Ecosystems”
- International Courses:** Professor and lecturer in various MBA programs:
 - Russia, Saudi Arabia, Kazakhstan and Europe.

THE ADECCO GROUP **July 2015 - Present**
Advisory Board Member. Adecco Management School

- Member of the Board.
- Sharing Innovation and Digital Business practices.

EUROPEAN COMMISSION, Bruxelles **Apr 2021 - Present**
European Innovation council and Small and Medium-sized enterprises Executive Agency (EISMEA)
EIC Business Coach

- Coaching, mentoring and leadership development support to SME's
- Coaching and mentoring on the topic of Marketing Innovation and Digital Business

SME Instrument Business Coach **Mar 2015 - Apr 2021**

- Coaching, mentoring and leadership development support to SMEs
- Horizon 2020 SME Instrument program expert

THIS IS D, Switzerland **June 2013 - Present**
Strategy, Creativity, Innovation
Founder and Associate Partner - NEXTEA / ALTEA FEDERATION - Jan 2020

- Business Consultancy focused on enabling client's potential for 21st century challenges
- Marketing and Digital Business Strategy
 - ExO Hub Leadership
 - Branding Strategy + Innovation and Creativity lead
 - Start-ups and mature companies opportunity matching

UNIVERSITA' DEGLI STUDI DI GENOVA, Italy **Oct 2021 - Present**
Department of Economics. School of Social Sciences
Subject Matter Expert **Jan 2010 - Present**
Adjunct Marketing Professor

- Courses: “Digital Marketing” and “Marketing Innovation”
- Bachelor and Master students

Corporate Education:

- “Master in High Tech Entrepreneurship” at IIT, Istituto Italiano Tecnologia
- “Digital Transformation programs” for several companies

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OTHER

OPEN EXO

Certified ExO Coach and ExO Ambassador

March 2019 - Present

- Certified Coach on the Exponential Organizations model
- Official Ambassadorship for the ExO global transformation ecosystem and Community Membership
- Delivering speeches, training and consulting to create exponential transformation

GLOBAL SHAPERS COMMUNITY. *World Economic Forum*

Board member and Operations Supervisor

June 2014 - Present

Founding Curator

June 2013 - June 2014

- The Global Shapers Community is an initiative of the World Economic Forum
- Managing the set-up operations and the start-up of the Genoa Hub of the Global Shapers Community

EDUCATION

DBA Doctorate in Business Administration **Geneva Business School, Switzerland**

2019 - Ongoing

Certified Google Educator **Google Foundation.**

2021

Systems Thinking Foundations **UBIS University, Geneva**

2021

Certified EXO Coach and Trainer **Open EXO, London**

2019

DesignThinking and creative management **HASSO PLATTNER INSTITUTE, Berlin**

2015

EMMS. Executive Master in Marketing and Sales **ESADE Business School, Barcelona.** **SDA Bocconi School of Management, Milano**

2011

Political Science Degree **UNIVERSITA' DEGLI STUDI DI GENOVA, Italy**

2005

PUBLICATIONS

Books:

- "Exponential Transformation". Ismail, Lapierre, Palao, Derchi. Wiley / Hoepli Ed. **2021**
- "Digital Skills". Derchi, Xhaet. Hoepli Ed. **2018**

Articles:

Various academic publications for journals and business magazines.
List of publications available upon request.

MEMBERSHIP

- . Open ExO Community
- . Bocconi Alumni Community
- . Global Shapers Community of the World Economic Forum
- . U.N.I.T.A.L.S.I.