

# SIMONA VENDITTI

Marketing Manager

## PROFILE & SKILLS

**Design and marketing strategist**, PhD in Design, 10 years of experience in B2B and academic research. Skills: **development, design, and execution of digital strategies and campaigns**; design and facilitation of **workshops for narrative building**; planning and execution of **customer research activities**; **lead projects** independently; facilitate the **adoption of digital skills** for organizations and associations.

## CAREER

PRESENT  
07/2023

### **Siemens S.p.A. Smart Infrastructure – Milan, IT**

*Account Based Marketing Manager*

Coordinate and design **customer-centered digital strategies** across businesses – Lead **market research** and **customer interviews** – **Develop concepts and storytelling** for business activities – **Prototype** marketing activities and **generate replicable models**.

06/2023  
09/2017

### **ABB S.p.A. Electrification Business – Milan/Bergamo, IT**

*Global Marketing Manager & customer experience*

Coordinate **digital strategies** globally (400 content assets, 9 languages, 17 countries); - Led multiple **external agencies** as content contributors – Convey findings through **reports** and **presentations** - Coordinate **internal teams** - Implementation of **storytelling contents** through **landing pages** and **web/mobile assets**

12/2019  
12/2018

### **ABB S.p.A. Electrification Business - Bergamo, IT**

*Program Manager for Digital Transformation - Italy*

Coordinate **onboarding program** and **coaching of 15 people** across BUs - Organize **training programs** and **facilitate workshops** for improving **digital skills** for company functions.

07/2018  
10/2013

### **Politecnico di Milano – Design Department - Milano, IT**

*Design Researcher and Contract Professor*

Direct **research projects** with **international partners** in the field of Digital Storytelling, New Media and Design for Social Innovation - Manage **course plans, objectives**, prepare content, and hold **courses in Digital Strategy and digital narrative** – **Organize workshops** nationally and internationally.

## EDUCATION

2017

### **Master in Digital Strategy**

POLI.design Politecnico di Milano

2017

### **PhD cum laude in Design**

Politecnico di Milano – Design Department  
(Guest at **Roskilde University**, Roskilde, DK)

2012

### **Master in Communication Design**

Politecnico di Milano – Design School  
(Intern at **Edenspiekermann BV**, Amsterdam, NL)

2009

### **Bachelor in Industrial Design**

Politecnico di Milano – Design School

## LANGUAGES

**ITALIAN**, Native

**ENGLISH**, Fluent (C1)

**FRANÇAIS**, Intermediate

## RESEARCH PROFILE

2017

### **Design Researcher**

2013

My research activity deals with Digital Storytelling, New Media and Design for social innovation. The evolving area of social media platforms on the one hand, and, on the other hand, the use that designers make of scenarios, fiction, and storyworlds in order to address complex issues and engage with specific targets or communities, require a systemic approach to the creation of narrative artefacts. The use of digital narrative, either fiction or non-fiction, can be considered as a communication strategy, which is able to offer designers and audiences new opportunities to create meanings that reflects our new media culture.

## TEACHING ACTIVITIES

- 2021 **Invited Lecturer**  
2020 Master in **Design the Digital Strategy**, POLI.design, Politecnico di Milano
- 2019 **Invited Lecturer**  
2018 Course in **Design thinking and start-up launch**, Master of science in Innovation and Technology Management, Interfacoltà Economia, Scienze matematiche fisiche e naturali, Università Cattolica del Sacro Cuore
- Invited Lecturer**  
**Digital Strategy**, ABB Passport Program, School of Management, SDA Bocconi
- 2018 **Adjunct Professor**  
2017 Course in **Digital Strategy**, Communication Design, School of Design, Politecnico di Milano
- Adjunct Professor**  
Module **Digital Strategy**, Course Innovation Studio, Product Service System Design, School of Design, Politecnico di Milano
- 2017 **Adjunct Professor**  
2016 **Extraordinary Stories for Ordinary Objects**, Course Communication and Product Design “Goenka Programme 2017”, GD Goenka University, School of Fashion and Design, Gurgaon, India.
- Adjunct Professor**  
Module **Comunicazione d’impresa**. Master Progettare Cultura, Università Cattolica del Sacro Cuore
- 2017 **Teaching Assistant**  
2013 Course **Complex Artefacts and System Design Studio**, Communication Design, School of Design, Politecnico di Milano
- Teaching Assistant**  
Course **Visualization and Prototyping**, Product Service System Design, School of Design, Politecnico di Milano
- Teaching Assistant**  
Course **Final Synthesis Design Studio**, Communication Design, School of Design, Politecnico di Milano

## RESEARCH ACTIVITIES

- 2016 **Guest researcher**  
Roskilde University (RUC) - Department of Communication and the Arts, Roskilde, Danimarca.  
Research group: Dialogical Communication, Tutor: prof. Lisbeth Frølund
- 2016 **Research Fellow**  
2014 Politecnico di Milano - Dipartimento di Design, Milano, Italia.  
Research project: campUS – Incubazione e messa in scena di pratiche sociali, Polisocial Award 2014.  
Winner of XXV Compasso d'Oro ADI - 2018
- 2015 **PHD Scholar**  
ECREA European Media and Communication Doctoral Summer School , University of Bremen - Centre for Media, Communication and Information Research (ZeMKI), Bremen, Germany.
- 2014 **Junior Researcher**  
2013 Politecnico di Milano –Dipartimento di Design, Milano, Italy.  
Research project: Network for Visions – A design driven network of knowledge for urban transformation.
- 2014 **Junior Researcher**  
Research project: INSITE - European Centre for Living Technology (ECLT), Università Ca’ Foscari - Venezia, Italy. Workshop: Designing a more Sustainable Europe: Stories for Change and Innovation

## PUBLICATIONS

- Book Chapters** Morosini, G., Venditti, S., Piancatelli, C., (2021). "Il caso ABB: la trasformazione digitale delle relazioni con il mercato", in P. Guenzi, *La trasformazione digitale delle vendite*, Egea, SDA Bocconi ISBN: 9788823838086.
- Venditti, S. (2020). "Socializing: Enabling Interactions through Social Media and Digital Fiction", in D. Fassi, P. Landoni, F. Piredda e P. Salvadeo (eds.), *Universities as Drivers of Social Innovation*, Springer ISBN: 9783030311162.
- Ciancia, M., Piredda, F., Venditti, S. (2018). "The Design of Imaginary Worlds. Harnessing Narrative Potential of Transmedia Worlds: The Case of Watchmen of the Nine". In Kwiatkowski, F.; Tokarski, M. (eds). *Facta Ficta. Journal of Theory, Narrative & Media*. Weoclaw: Facta Ficta Research Centre. ISBN: 978-83-948889-8-5
- Venditti, S. (2017). "Social Media Fiction. A Framework for Designing Narrativity on Social Media", in A. Biamonti e L. Guerrini (a cura di), *Polimi Design Phd\_017*, Milano: FrancoAngeli ISBN 9788891749840.
- Ciancia, M., Mariani, I., Venditti, S. (2016). "Oltre la narrazione. Forme di racconto nella progettazione della comunicazione contemporanea", in R. Riccini (a cura di), *Fare ricerca in design. Forum nazionale dei dottorati di ricerca in design*, Padova: Il Poligrafo. ISBN 9788871159768.
- Venditti, S. (2016). "Digital Storytelling for Community Engagement". Abstract. *European Media and Communication Doctoral Summer School Book: Politics, Civil Society and Participation. Researching and Teaching Communication book series*, ISSN 1736-3918 (print) & ISSN 1736-4752 (online).
- Venditti, S. (2013). "Le nuove utopie. Narrazioni digitali sul futuro delle città: Expo2015 e altre", in D. Pinardi, M. Matrone (ed.). *Narrativa d'impresa. Per essere ed essere visti*. Milano: FrancoAngeli. ISBN: 9788820440695.
- Proceedings** Piredda, F., Ciancia, M., Venditti, S. (2015). "Social media fiction. Designing Stories for Community Engagement." *Interactive Storytelling - 8th International Conference on Interactive Digital Storytelling, ICIDS 2015*, Copenhagen, Denmark, November 30 - December 4, 2015, Proceedings. Springer International Publishing. ISBN: 978-3-319-27035-7
- Venditti, S., Ciancia, M., Goldoni, K., Piredda, F. (2015). "Social Media Fiction. Designing stories for social media". *Interactive Storytelling - 8th International Conference on Interactive Digital Storytelling, ICIDS 2015*, Copenhagen, Denmark, November 30 - December 4, 2015, Proceedings. Springer International Publishing. ISBN: 978-3-319-27035-7
- Poshar, A., Venditti, S. (2015). *Mediatizing Activism as a Creative Act: Social Media and the Ice Bucket Challenge Case. The virtuous circle. Cumulus Conference June 3-7, Milan, Politecnico di Milano. June, 3-7, 2015, Proceedings. McGraw-Hill Education (Italy). ISBN ebook: 978-8838694059*
- Anzoise, V., Piredda, F., Venditti, S. (2014). *Design Narratives and Social Narratives for Community Empowerment. V Convegno STS Italia - A Matter of Design, Politecnico di Milano. June, 12-14 2014, Proceedings. ISBN: 978-90-78146-05-6 – < <http://www.stsitalia.org/?p=1548> >*
- Ciancia, M., Piredda, F., Venditti, S. (2014). *Shaping and Sharing Imagination. Designers and the transformative power of stories. Interactive Narratives, New Media and Social Engagement International Conference, Victoria College, University of Toronto, Canada. October, 24-25 2014, Proceedings. ISBN: 978-0-9939520-0-5*  
< [https://www.academia.edu/9017268/Proceedings\\_of\\_Interactive\\_Narratives\\_New\\_Media\\_and\\_Social\\_Engagement\\_International\\_Conference](https://www.academia.edu/9017268/Proceedings_of_Interactive_Narratives_New_Media_and_Social_Engagement_International_Conference) >
- Web & others** Venditti, S. (2015). *Great Stories come from Crisis. Learn Do Share Paris Book Sprint, Paris [online]* < <http://www.learnshare.net/paris/2015/05/06/great-stories-come-from-crisis/> >