

# MATTEO MONTECCHI

## CURRICULUM VITAE

### SKILLS AND EXPERIENCE SUMMARY

- Teaching and research expertise in marketing with a focus on digital marketing strategy, digital marketing communications, online retailing, strategic brand management for luxury goods;
- Confident to lecture to diverse cohorts of students, at undergraduate, postgraduate and executive level;
- Senior academic manager with solid experience in developing and leading degree programmes at undergraduate and postgraduate level.

### ACADEMIC QUALIFICATIONS

#### *Research Supervision Training (SEDA)*

Centre for Learning and Teaching, University of the Arts, London, UK, (2014)

#### *Postgraduate Certificate in Academic Practice (Teaching Qualification)*

Centre for Learning and Teaching, University of the Arts, London, UK, (2014)

#### *MRES, Master Degree by Research in Marketing*

University of London, Birkbeck College, London, UK, (2012)

#### *Executive Master's in Marketing and Sales*

SDA Bocconi School of Management, Milan, IT, & ESADE Business School, Barcelona, E, (2009)

#### *Bachelor's Degree in Business Economics (Major in Marketing and Distribution management)*

University of Modena and Reggio Emilia, Modena, IT (2004)

### ACADEMIC APPOINTMENTS

#### *The University of The Arts, London College of Fashion, London, UK*

(10/2017 – Current)

Senior Lecturer in Fashion Marketing and Programme Director Fashion Management (Acting)

#### *The University of The Arts, London College of Fashion, London, UK*

(05/2016 – 09/2017)

Senior Lecturer in Fashion Marketing and Course Leader MSc Strategic Fashion Management / International Fashion Management

#### *Glasgow Caledonian University, The British School of Fashion, London, UK*

(09/2015 – 05/2016)

Senior Lecturer in Luxury Brand Management and Programme Director MBA Luxury Brand Management and MSc International Fashion Marketing

#### *The University of The Arts, London College of Fashion, London, UK*

(9/2013 – 09/2015)

Senior Lecturer in Fashion Marketing and Course Leader BA(Hons) Fashion Management (2013-2015) / MA Strategic Fashion Marketing (2015)

#### *The University of The Arts, London College of Fashion, London, UK*

(9/2012 – 09/2013)

Lecturer in Fashion Marketing

#### *European Business School, Webster University, Regent's University, London, UK*

(09/2011 – 09/2012)

Lecturer in Marketing

#### *The Marketers' Forum, Accredited CIM / CAM Study Centre, London, UK*

(10/2010 – 12/2012)

CIM/CAM Tutor in Digital Marketing

#### *Istituto Marangoni, London, UK*

(03/2010 - 09/2011)

Programme Leader (Fashion Business Cluster) and Lecturer in Fashion Marketing

West End College, London, UK  
(09/2009 - 07/2010)  
Lecturer in Marketing Management

## **COLLABORATIONS AND VISITING POSITIONS**

*Politecnico di Milano*, Milan, IT  
(Academic Session 2017/2018)  
Invited as Adjunct Professor of Fashion Design Management

*Università Cattolica del Sacro Cuore*, Milan, IT  
(Academic Session 2016/2017 and 2017/2018)  
Invited as Visiting Professor in International Marketing (Master in International Business – Executive)

*Università di Napoli Federico II*, Naples, IT  
(Academic Session 2016/2017 and 2017/2018)  
Invited as Visiting Professor in Distribution and Channel Management and International Retailing (Master in Marketing and Service Management)

*ESSCA Ecole de Management*, Angers, FR  
(Academic Sessions 2013/14, 2014/2015 & 2016/2017)  
Invited as Visiting Lecturer in Fashion Marketing

*The University of Winchester, Winchester Business School*, Winchester, UK  
(Academic Sessions 2013/2014 & 2015/2016)  
Invited as Visiting Lecturer in Research Methods and Fashion Marketing

## **PROFESSIONAL ROLES AND MEMBERSHIPS**

The Higher Education Academy, Fellow (FHEA)

The Chartered Institute of Marketing (CIM)

The Chartered Management Institute (CMI)

Nottingham Trent University (BA Fashion Management) and Robert Gordon University (MSc Fashion Management),  
External Examiner

International Workshop on Luxury Retail, Operations and Supply Chain Management, Milan Politecnico, MIP  
Graduate School of Business, Member of the Scientific Committee

Journal of Fashion Marketing and Management and International Journal of Retail and Distribution Management,  
Ad-hoc Reviewer

## **AWARDS AND RECOGNITIONS**

University of the Arts, Teaching Awards – Highly Commended Teacher (May 2017)

University of the Arts, Teaching Award for “*Outstanding Teaching*” (May 2014)

University of the Arts, Teaching Award for “*Innovative use of mobile technology for both understanding and responding to the needs of the students*” (May 2013)

## **OTHER PROFESSIONAL ACTIVITIES**

From 2004 - Transmec Group: international supply-chain-management organisation operating across different sectors including fashion, luxury goods, fitness equipment and high-end furniture.

- Non-executive Director for Business Development, Talent and Marketing (10/2009 - present)
- Business Development Manager, Luxury and Fashion Strategic Business Unit – Northern Europe Market (01/2009 - 09/2009)
- Marketing and Corporate Communications Manager (04/2004 - 12/2008)

## LIST OF PUBLICATIONS

### Journal Articles

Roncha, A. and **Montecchi, M.** (2017) 'The Underpinning Strategies Leading to High Value Perception of Luxury Fashion Brands.', *IUP Journal of Brand Management*, 14(3), pp. 7–21.

### Book Chapters

**Montecchi, M.** and Bonetti, F. (Forthcoming) 'Managing Fashion Customers', in Varley, R. and Gee, L. (eds.) *Strategic Fashion Management*. London: Routledge.

**Montecchi, M.** and Nobbs, K. (2017) 'Let it go - Consumer empowerment and user generated content: an exploratory study of contemporary fashion marketing practices in the digital age'. In Vecchi, A. (2017) *Advanced Fashion Technology and Operations Management*. IGI Global.

Dennison, J. and **Montecchi, M.** (2017) 'The Effects of Online Consumer Reviews on Fashion Clothing Purchase Intention: Peripheral Cues and the Moderating Role of Involvement In Vecchi, A. (2017) *Advanced Fashion Technology and Operations Management*. IGI Global.

### Conference Papers

Roncha, A., **Montecchi, M.** and Nobbs, K. (2014) 'Disrupting Fashion through Innovation: how crowd-sourcing is changing the business model for fashion brands and prompting engagement with communities'. Paper invited for presentation at: 16th Annual IFFTI Conference, Bunka Gakuen University, Tokyo, 27th-31st January 2014.

**Montecchi, M.** and Nobbs, K. (2013) 'Let it go - Consumer empowerment and user generated content: an exploratory study of contemporary fashion marketing practices in the digital age'. Paper invited for presentation at: International Conference on Digital Fashion, London College of Fashion, University of the Arts, London, 16th-17th May 2013.

Nobbs, K., **Montecchi, M.**, Kontu, H. and Duffy, K. (2013) 'Pin me: an exploratory study of the motives and methods behind fashion brands' use of Pinterest'. Paper invited for presentation at: International Conference on Digital Fashion, London College of Fashion University of the Arts, London, 16th-17th May 2013.

Appella, A., **Montecchi, M.** and Nobbs, K. (2012) 'Luxury goods: the right to selective distribution. Managerial implications of the European competition framework'. Paper invited for presentation at: International Workshop on Luxury Retail, Operations and Supply Chain Management, Politecnico di Milano, Milan, 3rd-4th December 2012.

### Conference Presentations

**Montecchi, M.** and Wilson, J. (2016) 'A "one-size fits all" solution? The challenges of implementing the omnichannel strategy within the luxury fashion sector'. Abstract invited for presentation at International Workshop on Luxury Retail, Operations and Supply Chain Management, Milan Politecnico MIP Business School, Milan, 14th-16th November 2016.

**Montecchi, M.**, Nobbs, K. and Roncha, A. (2014) 'An exploratory study of male fashion consumers' engagement with User Generated Content (UGC)'. Abstract invited for presentation at: 2014 GAMMA Global Fashion Management Conference in London, Growing Together: Collaboration and Co-Creation in Fashion Management, London College of Fashion, University of the Arts, London, 13th-15th February 2014.

**Montecchi, M.**, Nobbs, K., Duffy, K. and Kontu, H. (2013) 'Motives towards mixed and integrated use of social media. An exploratory case study of ASOS Marketplace'. Abstract invited for presentation at British Academy of Management 2013 Conference, Liverpool, 10th-12th September 2013.

**Montecchi, M.**, Nobbs, K. and Roncha, A. (2013) 'Everywhere and Anytime: Is omni-channel an innovative business model for luxury brands? Abstract invited for presentation at: International Workshop on Luxury Retail, Operations and Supply Chain Management, Politecnico di Milano, Milan, 18th-19th November 2013.

Roncha, A. and **Montecchi, M.** (2013) 'The Dimensions of Luxury'. Abstract invited for presentation at: International Workshop on Luxury Retail, Operations and Supply Chain Management, Politecnico di Milano, Milan, 18th-19th November 2013.

**Montecchi, M.**, Rocha, A. and Nobbs, K. (2013) 'User Generated Content: co-innovation and competitive advantage'. Abstract invited for presentation at: Aalto University-GAMMA Joint Symposium Strategic Marketing: Business Model Innovation and Dynamic Capabilities, Aalto University Business School, Helsinki, 26th April 2013.

**Montecchi, M.** and Nobbs, K. (2013) 'The Business of Luxury: new routes for international expansion'. Abstract invited for presentation at: CAMIS, KSMS and GAMMA Joint Symposium in London: Bridging Europe and Asia in Marketing and Management Theory and Practice, Birkbeck College, University of London, London, 4th January 2013.

### **Other Publications**

**Montecchi, M.** (2016) 'Review of The Handbook of Research on Global Fashion Management and Merchandising by Alessandra Vecchi and Chitra Buckley.', *Journal Of Global Marketing*, 29(4), pp. 247–248.

### **RECENT KEYNOTE PRESENTATIONS, WORKSHOPS AND GUEST LECTURES**

- “How will consumers shop? Customer experience between digital and physical environments”. Keynote Presentation. The House of Ambrosetti, Global Fashion and Luxury Supply Chain Advisory Board, Milan, 13th February 2018;
- Technology, innovation and customer engagement *Rethinking customer narratives between digital and physical spaces*. Keynote Presentation. The House of Ambrosetti, Global Fashion and Luxury Supply Chain Advisory Board, Milan, 29th November 2018;
- “Digitalization and the future physical store”. Keynote Presentation. Centre for Retail Research, Association of Swedish Retailers, in collaboration with the University of Lund (SE) 29th – 30th May 2017;
- “Towards an uncertain future of fashion: technology, innovation and customer engagement” and “Rethinking the customer journey between digital and physical spaces”. Keynote Presentation. IT4Fashion Industry Conference in collaboration with the University of Florence, 19th-21st April 2017;
- "How to win millennials over?". Workshop. American Express Training Programme in collaboration with Holition, London, 16th March 2017;
- "Luxury, Technology and the Internet of Things". Workshop for IT executives. Bulgari Innovation Day. Bulgari, Rome, 7th November 2016.