# Curriculum Vitae

# Matteo Vignoli

## PERSONAL DATA

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| Address | Via Nicolò dall'Arca 52, Bologna |
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| E-mail | matteo.vignoli@unimore.it |
| Country | Italy |
| Date of Birth | 31/01/1979 |
| Codice Fiscale | VGNMTT79A31A944P |
| Linkedin | https://it.linkedin.com/in/matteovignoli |

Matteo Vignoli, PhD is "building the future" through research, education and business all centered on the application of Design Thinking experimenting with the world renowned Reggio Approach in higher education. Matteo teaches in several master programs and business schools, and works on innovation projects with global organizations. Assistant Professor in Management Science and Engineering at the University of Modena and Reggio Emilia. Visiting Scholar at Stanford University and Ryerson University, Member of the Design Thinking ME310/SUGAR network. Founding member of the Challenge Based Innovation initiative @ CERN. Academic Director of the Food Innovation Program, Trustee of the Future Food Institute and global leader of the Future Food Ecosystem.

# ACADEMIC ACTIVITIES

Assistant Professor in the department of Science and Methods for Engineering of the University of Modena and Reggio Emilia - Scientific Field ING-IND/35 "Engineering Economics and Management" with effect from 23 December 2008.

The main research activity develops in four main lines:

- Food Innovation

- Design Thinking and Innovation

- Educate to Innovate

- Reshoring

The academic activity is done in collaboration with national and international universities. Among the national universities: University of Bologna, University of Rome Sapienza, University of Udine, University of Catania, University of Pisa, University of Messina, University of Firenze, University of Siena and University of L'Aquila. Among the international Universities: Stanford University, UC Davis, Ryerson University, Paris d.school, University of St. Gallen, Kyoto institute of Technology, Javeriana University Cali, Aalto Design Factory, Technical University of Munich (TUM).

**Main Responsibilities**

Director of the Food Innovation Program, international second level master degree of the University of Modena and Reggio Emilia in collaboration with the Institute of the Future (Palo Alto) and the Future Food Institute (Bologna);

Director of the Reggio Emilia Design Thinking Program, in collaboration with Stanford University (SUGAR/ME310) and CERN (Challenge Based Innovation), University of Modena and Reggio Emilia;

Director of the Design and Management of Integrated Services High Education Program, University of Modena and Reggio Emilia;

Lecturer of Project Management, Design Thinking and Food Innovation, Bologna Business School;

Lecturer of Service Design, Scuola Superiore Sant'Anna, Pisa;

Lecturer of Design Thinking, LUISS University Rome.

Member of the Strategic Board, Fondazione FICO Bologna.

# RESEARCH AND INNOVATION PROJECTS

From January 2015        Competitive Research Projects - Department of Science and Methods for Engineering - University of Modena and Reggio Emilia.

Beyond EXPO – CREA Mipaaf (2016)
Reshoring – Emilia Romagna Region (2016)
Food Innovation on Tour – Emilia Romagna Region (2016)
Food Innovation On The Road – Emilia Romagna Region (2015)
WikiEXPO – CREA Mipaaf (2015)

From March 2015        Food Innovation Program - Department of Science and Methods for Engineering - University of Modena and Reggio Emilia.

Barilla - Tetrapak - Amadori - CIR - Coop - Camst - Cantine Riunite - Google - AIRBNB - Alce Nero - MIPAAF - MARS - Intesa San Paolo - Day Up

From November 2014        Healthcare Innovation - Department of Science and Methods for Engineering - University of Modena and Reggio Emilia.

Design of new ER department - Arcispedale Santa Maria Nuova Reggio Emilia (2014 - 2015)
Design of the surgery process – Ospedale Maggiore di Parma (2014)
Service Design – Ospedale Sant'Orsola Bologna (2014-2017)

From March 2013        Embedded Design Thinking - Department of Science and Methods for Engineering - University of Modena and Reggio Emilia.

Cineca, Barilla, Tetra Pak, WASA, Esselunga, Coopservice, CIR.

From September 2013        Challenge Based Innovation - Department of Science and Methods for Engineering - University of Modena and Reggio Emilia.

ARBOR Foundation (2013) - CERN (2013)- Manutencoop MPSS (2014) - Ministero del Lavoro/Iconsulting (2015) - Carrefour (2015) - Epoca (2016) - UNDP (2016)

From September 2011        SUGAR/ME310 - Department of Science and Methods for Engineering - University of Modena and Reggio Emilia.

SUGAR Audi (Switzerland - 2011) - eFM (Finland – 2012) - Forsa (Colombia – 2013) - Iconsulting (Italy – 2013) - Manutencoop MPSS (USA – 2014) - Nestlè (France – 2015) - Sonae (Portugal – 2015) - Yanmar (Japan - 2016) - Bosch (France - 2016)

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| From September 2011 | <u>Social Innovation Project BPE- Department of Science and Methods for Engineering - University of Modena and Reggio Emilia.</u> |

· 2016 - Reggio Emilia - Città delle persone, Consorzio di Bonifica dell'Emilia Centrale, Fight the stroke, U.S. Reggio Calcio, Comune di Reggio Emilia, Scuola Infanzia Regina Mundi, Fondazione Golinelli, CERN, Triennale Milano Food, Action Aid
· 2015 - REMIDA, CoderDojo, Solidarietà 90, Istituzione Scuole e Nidi d'Infanzia, Musei Civici Reggio Emilia (Dip. Didattica), Ring14, RENA, The Hub Reggio Emilia - CoWo, REI - Tecnopolo, Paco Design Collaborative
· 2014 - Unindustria Reggio Emilia, Nave di Carta , Unione Vela Solidale, NET (Nuovi Educatori Territoriali), Mercato della terra Bologna, IBBY Italia, Casina dei Bimbi, Rosemary, FIAB (Amici della Bicicletta), GET Mendes, DISMI
· 2013 - Sant'Orsola, Toano Villa Minozzo, Croce Verde, IESCUM, Vigili del Fuoco Reggio Emilia, ETICO, Slow Food, Fab Lab
· 2012 - Reggio Emilia Innovazione, Lunezia, Granello di Senapa, Amici del Dongio, Emergency, Reggio Children, Gabella, Arcispedale Santa Maria Nuova
· 2011 - Caramella Buona, Ravinala, Ring14, Centro Sociale Papa Giovanni XXIII, CISV, Pro.Di.Gio, Reggio Children, Arcispedale Santa Maria Nuova, WWF

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| From January 2009 | <u>Company Research Projects - Department of Science and Methods for Engineering - University of Modena and Reggio Emilia</u> |

Service Innovation – Coopservice (2016)
Design Thinking in entrepreneurship – Fondazione Golinelli (2016)
Embedded Design Thinking – Epoca (2015-2016)
Service Design for Integrated Services – Manutencoop Facility Management (2014 – 2015)
Service Experience Design – MPSS (2014)
Service innovation – Coopservice (2014)
Extreme Business Process Deploy– Ferrari (2013)
Extreme Business Process Design – Ferrari (2012)
ICONSULTING innovation (ICO.i) – Iconsulting (2012)
reorganization of the Technical Office at University of Bologna under the principles of Facility Management (2009)
Project manager of Open Source Electronic Invoce for Public Administration (2009)

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| May 2007 - December 2008 | <u>EPOCA srl</u> |

Project Manager of the project: Reengineering of the SUAP for the Province of Reggio Emilia

| February 2006 - December 2006 | Department of Science and Methods for Engineering - University of Modena and Reggio Emilia |
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| | Designing an information system ERP for Fashion - SYSDATA Italy |
| March 2005 - December 2008 | Alma Mater Studiorum - University of Bologna |
| | Chief Analyst and Project Manager of the project PAL - Asset and Logistics<br>Chief Analyst and Project Manager of the project ALMAResearch for the new system to support research<br>Participation in the project for the identification of a solution of Strategic Planning and Budgeting<br>Chief Analyst and Project Manager of project Professional Selection<br>Participating in the project to define the standards of software architecture (SOA) of Bologna University<br>Mapping and process re-engineering of the University main processes<br>Training classes on Business Process Reengineering |

## TEACHING

| From March 2014 | Lecturer of Design Thinking, LUISS University, Rome |
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| From January 2014 | Lecturer of Project Management, Design Thinking and Food Innovation, Bologna Business School |
| From June 2013 | Lecturer of Service Design at Master MAINS, Scuola Superiore Sant'Anna, PISA |
| From January 2010 | Assistant Professor of "Business Process Engineering" Master of Science in Management Engineering, University of Modena and Reggio Emilia |
| From September 2009 | Lecturer of Modeling and Process Re-engineering at the Master in Management of Technological Innovation of Public Administration - ALMA Graduate School, Bologna |
| From January 2009 – June 2013 | Assistant Professor of "Business and Innovation Management" Bachelor's degree in Engineering Business Integration (e-business), Bachelor's degree in Industrial Management Engineering, University of Modena and Reggio Emilia |
| July 2007 - January 2009 | Lecturer of Business Information Systems at the MBA - ALMA Graduate School, Bologna |
| March 2007 – March 2010 | Lecturer in Project Management at the Open Source Master in Free and Open Source Software Technology - Department of Computer |

Science, Bologna

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| February 2006 - January 2009 | Teaching (lectures and classroom exercises) during the Organization class held by Professor Fabiola Bertolotti, Bachelor's degree in Industrial Management Engineering, University of Modena and Reggio Emilia |
| October 2005 - January 2009 | Lecturer of Modeling and Process Re-engineering at SUM - School of Management of Public Administration, Polytechnic of Milan |
| September 2005 - January 2009 | Teaching (lectures and exercises in class, office hours, final examinations, support for thesis) in "Analysis and design of organizational processes LS" held by Professor Alessandro Grandi - "mapping and modeling of business processes" Master of Science in Management Engineering, University of Bologna. |
| April 2005 - July 2006 | Lecturer of Business Information Systems at the MBA - Management School Profingest |

# INVITED TALKS

6-8 Nov 2017 – IC FOODS, UC Davis "How can we find new ways to address the world's food issues?"

19-20 Oct 2017 – STI Forum, Bangkok "From Open Science to Open Innovation"

12 Oct 2017 – Agrogeneration, Bergamo "Accelerating Agrifood Innovation"

27 Jul 2017 – Science Discovery Zone, Ryerson University "The Future of Food Innovation"

# PROFESSIONAL ACTIVITIES

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| July 2017 – September 2017 | Ryerson University |
| | Visiting Scholar at the Ted Rogers School of Management under the supervision of prof. Steve Gedeon |
| March 2016 – to date | VRD srl |
| | Partner. VRD is an international design company based in San Paolo (BR) and Reggio Emilia (IT) |
| | www.vrdresearch.it |
| December 2015 – to date | Future Food Accelerator srl |
| | Founder and Partner. FFA is an international ecosystem supporting |

investment and innovation in the Agro-Food chain.

futurefood.network

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| March 2013 – to date | CERN |
| | Founder of Ideasquare and member of the Challenge Based Innovation (CBI) initiative |
| October 2010 – July 2011 | Stanford University |
| | Visiting Scholar at the Center of Design Research under the supervision of prof. Larry Leifer |
| December 2007 – to date | Epoca srl |
| | Founder and Partner. Epoca is an academic spinoff of the Department of Sciences and Methods for Engineering |
| | www.epocaricerca.it |
| March 2005 – December 2008 | Studio Leonardo, Bologna |
| | Founder. Design Studio of IT Architectures and Organizational Processes |
| December 2004 - February 2005 | Procter & Gamble Holding S.p.A., Rome |
| | System Engineer for the implementation of Siebel CRM |
| May 2004 - November 2004 | Procter & Gamble Holding S.p.A., Rome |
| | System Analyst for the implementation of Siebel CRM |
| December 2003 - January 2004 | Teamtronic p.s.c.r.l. |
| | Consultant, Network Administrator and Security Admnnistrator at the Department of Business Sciences, University of Bologna |
| September 2001 - January 2004 | UniversiBO - Open Source Software |
| | Founder, Project Manager and System Administrator for the Project UniversiBO, the portal for students of the University of Bologna |
| | www.universibo.unibo.it |
| April 2002 - June 2002 | ECIPAR body of CNA Training |
| | Computer science, Office Suite, HTML and Flash teacher |
| December 1999 - December 2003 | Teamtronic p.s.c.r.l. |
| | Consultant, hardware and software, Sales, Teacher |

July 1995 - August 1995             <u>Foundry V.S 40010 Sala Bolognese (BO)</u>

Computer consultant

# STUDIES

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|---|---|
| January 2005 - April 2008 | PhD in Management and Engineering at the University of Padova, Department of Mechanical and Management Innovation, PhD School in Management; |
| | Associated Universities: University of Bologna, Parma and Udine. |
| | Thesis: "The structure and evolution of the network of researchers and the impact on performance" |
| | Supervisor Prof. Alessandro Grandi |
| | Final Defense April 11, 2008 |
| September 2007 | Participation in the management and engineering summer school: "Entrepreneurship, business growth and economic system" |
| May 2007 | The Analysis of Longitudinal Social Network Data using SIENA (Tom Snijders, Christian Steglich). |
| | The course studied the techniques of statistical inference that can be applied for longitudinal observations on the social network as proposed in Snijders (2005) and Snijders, Steglich & Schweinberger (2006) (methods implemented in the program SIENA) |
| September 2006 | Participation in the Summer School of Management and Engineering: "firms, sectors, areas: the impact of new information and communication technologies" |
| May 2006 | Participation in the seminar held by Robert M. Grant "Managing Organizational Capabilities", the Faculty of Economics, Bologna University |
| January 2006 | Participation in the course of Social Network Analysis and Statistics held in the PhD in Business Administration, Department of Business Sciences, Bologna University |
| September 2005 | Participation in the Summer School of Management and Engineering: "Organization as strategy: issues, problems and methods of organization in the context of Information Management" |
| October 2005 | Participation in courses in Marketing of Statistics held in the PhD in Business Administration, Department of Business Sciences, Bologna University |
| September 2002 - August 2003 | Overseas Program at UCSD - University of California San Diego |
| | During the time at UCSD I attended courses in the area of economics, |

information technology, telecommunications and mechanics.

The average grade is 3.92 / 4.00 - Provost's Honor in all quarters

September 1998 - March 2004    Degree in Management and Engineering from the University of Bologna with 100/100 and praise of the Commission, on 17/03/2004

Thesis: "Analysis and design of a ICT tool supporting teaching"

Supervisor: Prof. Andrea Zanoni

Co-supervisor: Prof. Alessandro Grandi Prof. Diego Maria Macri

# ACADEMIC ASSOCIATION

IFAMA Europe

Design Society

AIIG

# LANGUAGES

English: Fluent written and spoken

French: good knowledge of written and spoken

Spanish: Basic knowledge of written and spoken

# PUBLICATIONS AND CONFERENCES

1. Bertolotti, F., Mattarelli, E., Vignoli, M. and Macrì, D. M. (2015), "Exploring the relationship between multiple team membership and team performance: The role of social networks and collaborative technology", Research Policy, Vol. 44, No. 4, pp. 911-924. Exploring the relationship between multiple team membership and team performance: The role of social networks and collaborative technology

2. Bruck, B. P., Incerti, V., Iori, M. and Vignoli, M. (2017), "Minimizing $CO_2$ emissions in a practical daily carpooling problem", Computers & Operations Research, Vol. 81, pp. 40-50. Minimizing $CO_2$ emissions in a practical daily carpooling problem

3. Carli, G., A. Grandi, and M. Vignoli, Business process simulation roots in information processing view of organizations, in 11th Annual Global Information Technology Management Association (GITMA) World Conference 2010, G.I.T.M. Association(GITMA), Editor. 2010, Global Information Technology Management Association (GITMA): Washington, D.C., USA. p. 27-28.

4. Carli, G., Grandi, A. and Vignoli, M. (2010), "Business process simulation roots in information processing view of organizations", Communications of Global Information Technology (COGIT), Vol. 2, pp. 48-57. Business process simulation roots in information processing view of organizations

5. Donati, C. and Vignoli, M. (2015), "How tangible is your prototype? Designing the user and expert interaction", International Journal on Interactive Design and Manufacturing (IJIDeM), Vol. 9, No. 2, pp. 107-114. How tangible is your prototype? Designing the user and expert interaction

6. Fratocchi, L., Ancarani, A. B. P., Di Mauro, C., Troiano, A., Vignoli, M. and Zanoni, A. (2015), "Manufacturing back-and near-reshoring: A comparison of European and North American companies". Manufacturing back-and near-reshoring: A comparison of European and North American companies

7. Fratocchi, L., Ancarani, A., Barbieri, P., Di Mauro, C., Nassimbeni, G., Sartor, M., Vignoli, M. and Zanoni, A. (2015), "Manufacturing back-reshoring as a nonlinear internationalization process", The future of global organizing. Emerald Group Publishing Limited, pp. 365-403. Manufacturing back-reshoring as a nonlinear internationalization process

8. Fratocchi, L., Ancarani, A., Barbieri, P., Di Mauro, C., Nassimbeni, G., Sartor, M., Vignoli, M. and Zanoni, A. (2016), "Motivations of manufacturing reshoring: an interpretative framework", International Journal of Physical Distribution & Logistics Management, Vol. 46, No. 2, pp. 98-127. Motivations of manufacturing reshoring: an interpretative framework

9. Fratocchi, L., Ancarani, A., Barbieri, P., Dimauro, C., Nassimbeni, G., Sartor, M., Vignoli, M. and Zanoni, A. (2014), "Il back-reshoring manifatturiero nei processi di internazionalizzazione: inquadramento teorico ed evidenze empiriche", Atti del XXVI Convegno annuale di Sinergie. Il back-reshoring manifatturiero nei processi di internazionalizzazione: inquadramento teorico ed evidenze empiriche

10. Fratocchi, L., Barbieri, P. N., Di Mauro, C., Nassimbeni, G. and Vignoli, M. (2013), "Manufacturing back-reshoring-an exploratory approach for hypotheses development". Manufacturing back-reshoring-an exploratory approach for hypotheses development

11. Fratocchi, L., Equizi, S., Nassimbeni, G., Sartor, M., Ancarani, A., Di Mauro, C., Zanoni, A., Barbieri, P. and Vignoli, M. (2013), "Manufacturing Back-shoring: Theoretical Conceptualization and Empirical Evidence", 15th International Academy of Management and Business (IAMB), held in Lisboa, Portugal: April, pp. 17-19. Manufacturing Back-shoring: Theoretical Conceptualization and Empirical Evidence

12. Fratocchi, L., Nassimbeni, G., Sartor, M., Ancarani, A., Di Mauro, C., Zanoni, A., Barbieri, P. N. and Vignoli, M. (2013), "Manufacturing back-shoring and the global fragmentation of production: what it is changing after the financial crisis?". Manufacturing back-shoring and the global fragmentation of production: what it is changing after the financial crisis?

13. Fratocchi, L., Nassimbeni, G., Zanoni, A., Ancarani, A., Valente, M. E., Sartor, M., Barbieri, P. N., Di Mauro, C. and Vignoli, M. (2011), "Manufacturing back-shoring: a research agenda for an emerging issue in international business". Manufacturing back-shoring: a research agenda for an emerging issue in international business

14. Kriesi, C., Steinert, M., Aalto-Setaelae, L., Anvik, A., Balters, S., Baracchi, A., Bisballe Jensen, M., Bjørkli, L. E., Buzzaccaro, N. and Cortesi, D. "Distributed Experiments in Design Sciences, a Next Step in Design Observation Studies?", ICED 2015.

15. Macrì, D. M., Vignoli, M. and Bertolotti, F. "PROTOTYPING IN ORGANIZATIONAL PROCESS ENGINEERING", ICED 2011.

16. Macrì, D.M. and M. Vignoli, Matching Modeling and Simulation Techniques with Process Characteristics, in European Academy of Management, EURAM, Editor. 2010: Rome. p. 38.

17. Mäkinen, S., Steinert, M., Vignoli, M., Birkinshaw, J. and Nordberg, M. (2015), "Inaugural Editorial: Experimentation in Innovation Studies". Inaugural Editorial: Experimentation in Innovation Studies

18. Mollona, E., Jesi, G. P. and Vignoli, M. "CoopNet: A Social, P2P-Like Simulation Model to Explore Knowledge-Based Production Processes",2013, Springer International Publishing, pp. 689-697.

19. Mollona, E., Vignoli, M. and Jesi, G. P. (2012), "Structure or flow? Designing knowledge based organizations", Desperately seeking performance in organizations. Structure or flow? Designing knowledge based organizations

20. Sjöman, H., Steinert, M., Kress, G. and Vignoli, M. "Dynamically capturing engineering team interactions with wearable technology",2015.

21. Vignoli, M. and Onghia, F. "REGGIO EMILIA ENGINEERING EDUCATION", ICED 2015.

22. Vignoli, M. Research groups evolution in a Foreign Language Department. in UK Social Network Conference. 2007. London, UK: Queen Mary University of London.

23. Vignoli, M., et al. La collaborazione scientifica e l'organizzazione: discipline a confronto. in XIX RIUNIONE SCIENTIFICA. 2008. Palermo.

24. Vignoli, M., et al., Inter Organizational Collaboration in Academia: Is it worth one's while?, in Academy Of Management. 2010: Montrèal.

25. Vignoli, M., Ferioli, G. and Steinert, M. "Building agile design teams", ICED 2013.

26. Vignoli, M., I sistemi ICT a supporto del facility management, in Open facility management, A.F. De Toni, Editor. 2007, Il Sole 24 ORE: Milano, Italy. p. 111-139.

27. Vignoli, M., L'allineamento tra modello operativo e logica organizzativa delle attività di IT nel settore pubblico: analisi della letteratura e idee di ricerca, in IT-AIS - "Information Systems And People: Implementing Information Technology In The Workplace". 2006: Milano.

28. Vignoli, M., La struttura e l'evoluzione del network dei ricercatori e l'impatto sulle performance, in Dipartimento di Innovazione Meccanica e Gestionale. 2008, Università degli studi di Padova: Padova. p. 170.

29. Vignoli, M., The academic network as a researcher asset, in Sunbelt XXVII - International Sunbelt Social Network Conference. 2007: Corfu Island, Greece.

Partecipation to the Manufuture european platform:

- MANUFUTURE Conference 2006 Tampere Hall Tampere, Finland, 9th & 10th October 2006

- Manufuture Roadmapping Conference 2006 Stuttgart, Germany, 4th and 5th July 2007