

## Dr. Massimo Giovanardi

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Date of birth:	23 March 1982
Place of birth:	Cesenatico (FC), Italy
Nationality:	Italian
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### Research Interests

- Place branding, place marketing
- Destination management and destination branding
- Sociology of tourism
- Branding and marketing in the public sector
- Consumer research and socio-cultural approaches to consumption
- Media communication, Semiotics

### Academic Positions

*Nov. 2014-on*      **Lecturer in Marketing**, UNIVERSITY OF LEICESTER, SCHOOL OF MANAGEMENT – Leicester (UK)

- Teaching graduate and undergraduate modules in Marketing
- Involved in the research activities of the marketing group

*Jan. 2013 - June 2014*      **Assistant Professor**, STOCKHOLM BUSINESS SCHOOL – Stockholm (Sweden)

- Taught undergraduate and graduate marketing courses (Tourism and Hospitality Marketing Management, Public Marketing, Strategic Marketing Management, International Marketing)
- Involved in course designing and constructive alignment
- Involved in the research activities of the “Stockholm Programme of Place Branding”
- Disseminated research findings in high impact-factor academic journals

*Oct. – Dec. 2012*      **Post-doc Researcher**, STOCKHOLM BUSINESS SCHOOL – Stockholm (Sweden)

- Involved in the research activities of the Stockholm Programme of Place Branding
- Received a grant by Italienska Kulturstiftelsen ‘C.M. Leric’

*Nov. 2011*      **Adjunct Lecturer**, UNIVERSITA' CATTOLICA DEL SACRO CUORE – Milan (Italy)

- Taught an online module on cultural planning within the Executive Master in Public Management and Innovation (M.I.P.A.) 2011/2012

## Education

- 2007 – 2011     **Ph.D. Programme in Sociology of Cultural Phenomena**, UNIVERSITY OF URBINO – DEPARTMENT OF ECONOMICS, SOCIETY AND POLITICS.  
Focus on place branding. Title of the Ph.D. thesis: “A Renaissance Scenario of City Branding: the case of Urbino”
- Sept. 2009  
Dec. 2009     **Visiting Ph.D. Student**, VON HUMBOLDT UNIVERSITY, BERLIN GRADUATE SCHOOL OF SOCIAL SCIENCES (Germany)
- 2005 – 2006     **MA (120 ETCS) in Communication and Advertising**, UNIVERSITY OF URBINO (Italy)
- Dissertation project title: “At the heart of the ear, at the ear of the heart: Psycholinguistics of music to boost communication effectiveness”
  - modules studied included: Place Marketing, Sociology of Communication, Public Communication, Copywriting, Relational Marketing.
  - Final mark: 110/110 summa cum laude
- 2001 – 2004     **BA in Communication Studies**, UNIVERSITY OF BOLOGNA (Italy)
- Dissertation project title: “The use of the mobile phone within a group of students”
  - Modules studied included: Semiotics, Media Studies, Media Ethnography, Sociology and Psychology of Communication
  - Final mark: 110/110

## Public output from research and scholarly activities

### Refereed articles in Academic Journals:

- Giovanardi, M. (2015) A multi-scalar approach to place branding: The 150th anniversary of Italian unification in Turin. *European Planning Studies*, Vol. 23 No. 3, pp. 597-615.
- Hytti, U., Kuoppakangas, P., Suomi K., Chapleo C. and Giovanardi, M. (2015) Challenges in delivering brand promise – focusing on municipal healthcare organisations. *International Journal of Public Sector Management*, 28:3, pp.254-272
- Giovanardi, M. and Lucarelli, A. (2015) The political nature of brand governance: a discourse analysis approach to a regional brand building process, *Journal of Public Affairs*, DOI: 10.1002/pa.1557
- Giovanardi, M., Lucarelli, A. and L'Espresso Decosta, P. (2014) Co-performing Tourism: the Pink Night Festival of the Romagna Riviera; *Annals of Tourism Research*, Vol. 44 No. 1, pp. 102–115.
- Giovanardi, M, Lucarelli, A. and Pasquinelli, C.(2013) Towards brand ecology: An analytical semiotic framework for interpreting the emergence of place brands; *Marketing Theory*, Vol. 13 No. 3, pp. 365–383.
- Giovanardi, M.(2012) Haft and sord factors in place branding: between functionalism and representationalism; *Place Branding and Public Diplomacy*, Vol. 8, No. 1, pp. 30-45.

Giovanardi, M. (2011) Producing and Consuming The Painter Raphael's Birthplace; ***Journal of Place Management and Development***, Vol. 4, No. 1, pp. 53-66.

#### **Edited Books:**

Kavaratzis, M., Giovanardi, M. and Lichrou, M. (2017, editorial contract signed) *Inclusive Place Branding: Critical Perspective in Theory and Practice*. Abingdon: Routledge.

#### **Refereed conference papers:**

Giovanardi, M and Lucarelli, A. (2015) Situating Macromarketing Research in an Interconnected World: the Quest for Relationality; presented at the Macromarketing Conference, Chicago, 25-28 June.

Goulart, R. and Giovanardi, M. (2015) Challenges in fostering a public debate on strategic place brand management: the case of Rio de Janeiro; paper presented at the 4th Place Management and Branding Conference, Poznan (PL), 6-8 May.

Giovanardi, M., L'Espresso Decosta, P. and Lucarelli, A. (2014) Challenges in destination branding: a cross-case study of three Italian tourist destinations; paper to be presented at the 4<sup>th</sup> International Conference on Tourism Management and related issues, Rome, 18-19 September.

Kuoppakangas et al. (2014) Challenges in delivering brand promise - focusing on municipal health care organisations; paper to be presented at the Academy of Management Annual Meeting, Philadelphia, 1-5 August.

Giovanardi, M and Lucarelli, A. (2014) The Polymorphous nature of place branding: a comparison of Turin and Stockholm; presented at the Macromarketing Conference, London, 2-5 July.

Giovanardi, M and Lucarelli, A. (2014) An ecological methodological approach to Macromarketing; presented at the Macromarketing Conference, London, 2-5 July.

Giovanardi, M. Lucarelli, A. (2013) The polymorphous nature of place branding: a comparison of Stockholm and Turin; paper presented at the 22nd Nordic Academy of Management Conference, Reykjavik, 21 - 23 August

Giovanardi, M. (2013) Branding nested places: the 150th anniversary of Italian unification in Turin; *The Business of Places: Critical, Practical and Pragmatic Perspectives*; 95-106; The Institute of Place Management – Manchester Metropolitan University; Manchester (UK).

Giovanardi, M. (2011) Haft and Sord Factors in Place Branding: between functionalism and representationalism; *Brand, Identity and Reputation: Exploring, Creating New Realities and Fresh Perspective on Multi-Sensory Experience*; 136-138; Academy of Marketing / Kogan Page; London; Said Business School - University of Oxford.

Giovanardi, M., Lucarelli, A. and Bjorner, E. (2011) The Pink Night of the Romagna Coastal Region: co-creating events and destination branding; *Proceedings of EIASM International Conference on Tourism Management and Tourism Related Issues*; EIASM; Rimini (Italy).

### Other conference contributions:

Giovanardi, M. (2013) Challenges in branding cities through events: A cross-case study of three Italian festivals; paper presented at the 2<sup>nd</sup> City Branding Symposium; Beijing (China); October 23rd-25th.

Giovanardi, M. and Lucarelli, A. (2013) The spatial and temporal nature of place branding: a discourse analysis approach; paper presented at the 4th International Colloquium on Place Brand Management: Strategic Marketing of Cities, Regions and Nations"; Aosta (Italy); September 9th-10th.

Giovanardi, M. and Caboni, F. (2013) A tale of a place, a tale of a brand: the case of Cantina Mesa winery; paper presented at the 4th International Colloquium on Place Brand Management: Strategic Marketing of Cities, Regions and Nations"; Aosta (Italy); September 9th-10th.

Giovanardi, M. and Lucarelli, A. (2013) The spatial practices of consumption: between consumption and space; paper presented at the 7th EIASM Workshop on Interpretive Consumer Research; Brussels (Belgium); April 11th-12th.

Giovanardi, M, Lucarelli, A. and Pasquinelli, C. (2012) Regional "Branding": the Case of Three Italian Regions; paper presented at the International Place Branding Conference (special edition); Utrecht (Netherlands); January 20th-21st.

Giovanardi, M. (2011) Raphael and Urbino: Production and Consumption of an Urban Marketing Event; paper presented at the 2° International Place Branding Conference, Bogotá (Colombia), January 20th-22<sup>nd</sup>.

Giovanardi, M. (2010) Producing and consuming the painter Raphael's Birthplace: an example of non-contested place branding?; paper presented at the 1° Nordic Urban Workshop, University of Örebro; Örebro (Sweden); October, 15th-16th.

### Guest lectures:

- ESPM (private university) , Rio de Janeiro (Brazil), October 20<sup>th</sup> 2014;
- TEDxRio, Rio de Janeiro (Brazil), August 12<sup>th</sup> 2014;
- University of Vienna (Austria), July 11<sup>th</sup> 2014;
- University of Macerata (Italy), November 26<sup>th</sup> 2014;
- Emerson College, Boston (USA), January, 26<sup>th</sup> 2011;
- Centre for Urban and Regional Development Studies, University of Newcastle (UK), April, 8<sup>th</sup> 2011;
- School of Business, Stockholm University (Sweden), October, 12<sup>nd</sup> 2010

## Teaching Experience

### Special teaching projects:

2014-2015: designed a module on territorial marketing and communication for the "**Advanced Training Course in 'Tourism Development in the Republic of the Union of Myanmar'**", Financed by the Italian Ministry of Foreign Affairs and International Cooperation (MAECI) / Directorate General of IC with the University of Bologna and implemented by its Center for Advanced Studies in Tourism (CAST) and the residential University Center of Bertinoro (Ce.U.B.).

2013-2014: designed a module on place branding (“Branding cities through art and design”) for the **Vienna International Summer School “Art and the City”**.

**Teaching duties conducted as part of main academic duties:**

2015-2016     **Lecturer in Marketing**– School of Management –University of Leicester

Undergraduate Courses: Introduction to Marketing (module leader)

Graduate Courses: Market Research (module leader), Principles of Marketing (seminar module leader).

2014-2015     **Lecturer in Marketing**– School of Management –University of Leicester

Undergraduate Courses: Foundations of Knowledge, Consumer Research, International Marketing Communications, Principles of Marketing (seminar instructor).

2013-2014     **Assistant Professor** – Stockholm School of Business, Stockholm University

Undergraduate Courses: Tourism and Hospitality Marketing Management (convenor); Principles of Marketing; Principles of Marketing II, International Marketing (seminar instructor).

Graduate courses: Public Marketing (co-convenor); Strategic Marketing Management (co-convenor)

Ph.D. courses: module on “Career development after the PhD”

module on “Paper development” held at the University of Urbino (June, 20<sup>th</sup>-21<sup>st</sup>)

Guest lecturer at INESS Vienna Summer School “Art and the City” – module on “city branding” (July, 9<sup>th</sup>-11<sup>th</sup>)

2012-2013     **Assistant Professor** – Stockholm University School of Business.

Undergraduate courses: Tourism and Hospitality Marketing Management (convenor); Principles of Marketing I (seminar instructor and guest lecturer).

Graduate courses: Strategic Tourism Management (guest lecturer); Thesis development (guest lecturer)

Ph.D. courses: workshop on Ethnographic and action research held at the University of Urbino (February, 5<sup>th</sup>)

2011-2012     **Adjunct Lecturer** – Università Cattolica del Sacro Cuore, Milano (Italy)

Graduate courses: module on cultural planning within the Executive Master in Public Management and Innovation (M.I.P.A.)

Additional teaching experience:

Seminar instructor and guest lecturer in the course of Urban Sociology, University of Urbino (2008-2010);

### Research grants and awards

Received a research grant from Italienska Kulturstiftelsen 'C.M. Lericci' (55'000 SEK) in 2012.

Emerald Best Paper Award at the 3<sup>rd</sup> Place Branding Conference – Manchester, 14<sup>th</sup> – 15<sup>th</sup> February 2013.

### Additional relevant experience

Referee for *Environment and Planning A*, *Marketing Theory*, *Journal of Marketing Management*, *Qualitative Market Research: an International Journal*, *Cities*, *Journal of Place Management and Development*, *Place Branding and Public Diplomacy*, *Sustainability*.

### Professional experience and consultancy

Jan. – Sept.  
2012     **Project Manager**, ARTECO sas (Italy)

- Focused on integrated cultural planning and creative industries
- Advised the Local Action Group "Montefeltro Sviluppo" (Le Marche Region, Italy) on cultural planning
- Designed the project "Culture and local development: designing a communication plan for activating the system-wide cultural district 'Urbino e il Montefeltro'"

Oct. 2011 -  
June 2012     **Trend Watcher**, TEA TRENDS EXPLORER ASSOCIATED (Italy)

- Developed cool-hunting and scenario research projects for Banca Intesa and PhotoSi (Italy)
- Contributed to the development of "Next TV Database", a web archive offering to broadcasters a selection of innovative international TV formats
- Advised Italian broadcasters (RAI, La7) in purchasing TV programmes produced abroad

Nov. 2010 -  
Dec. 2011

**Co-Founder & Communication Manager, GOODBYE MAMMA (Switzerland)**

This is a cross-media project offering guidelines to Italians looking for opportunities in foreign countries (The project consists of an e-book, a website and a TV format, see [www.goodbyemamma.com](http://www.goodbyemamma.com))

- Managed the logo development process, brand identity creation, web viral advertising campaigns
- Produced the pilot episode of a brand entertainment TV format
- Written two chapters in the book

Feb. 2008 -  
Aug. 2009

**Public Relation Account Executive, CREATTIVA s.n.c. (Italy)**

- Delivered public relations campaigns for Italian public administrations, cultural and tourism events, sport competitions and athletes
- Organised and delivered sport events in Italy
- Achieved high records of publicity for various clients in major Italian outlets (Sky Sport 24 Channel, 'Repubblica Salute', weekly health supplement of the authoritative newspaper 'La Repubblica')

2007  
(Jan. - Sept.)

**Event Manager, EUROCOMMUNICATION s.r.l. (Republic of San Marino)**

- Planned and organized "MotoG Week 2007", a place marketing initiative featuring a number of entertainment and sporting events about the 1st "MotoGP Cinzano di San Marino e della Riviera di Rimini"
- Planned and organised the "Bosch Cup 2007", a team building and incentive event for Bosch's top customers held in three Italian stadiums.
- Designed a strategic naming system for the football teams participating in the Bosch Cup, based on the names of four power tools (hammer, saw, electric screwdriver and grinding machine), this contributed to boost participation and involvement of Bosch's customers during the events

2006  
(Apr. - May)

**Trainee Junior Copywriter, TANGRAM STRATEGIC DESIGN (Italy)**

- Contributed to the naming and business writing projects for the brands Chiquita and Hotman
- Contributed to the advertising campaign for the Bossi brand

2003-2005

**Event Manager, SELF-EMPLOYED**

- Organised and produced several live music events in Italian coastal areas
- Managed fundraising and sponsorship activities

## Languages

Italian: mother-tongue  
English: excellent, written and spoken  
German: fair, written / good spoken

## IT skills

- Excellent understanding of Windows and Mac, with experience of using the following software applications: Word, Power Point, Excel; Explorer, Outlook / Safari, Mail
- Good understanding of graphic design software applications: Adobe Photoshop, Illustrator
- Good understanding of audio-editing software applications: Logic Pro, Peak

## Personal Interests

- An eclectic guitarist, singer and composer with an extensive portfolio released in Italy. Director and leader of a bossa nova trio ensemble since 2003.  
Interviewed by the Rio de Janeiro radio station MPB in 2007 and 2014. For more information, please check out my personal website: <http://www.massimogiovanardi.it> (The English version will be released soon)
- Performed major roles in several amateur theatrical plays and productions.

## Referees

Available on request