

LECTIO INAUGURALIS AMPLIFON CHAIR IN CUSTOMER SCIENCE

26 OCTOBER 2021

6:30PM

HYBRID EVENT

**Bocconi University
Aula Magna
Via Gobbi 5
Milano**

Please note the event
will be held in hybrid mode.

You are kindly invited to
[register](#), whether you wish
to attend the event or
to follow it online.

Attendance in presence will be
allowed with Green Pass only.

FOR INFORMATION
Bocconi University
Events & Protocol
eventi@unibocconi.it

Bocconi and Amplifon committed to further strengthen their relationship in the form of a Strategic Partnership with the institution of the Amplifon Chair in Customer Science, assigned to Professor Gaia Rubera.

Customer Science is the combination of three elements: Big Data, Artificial Intelligence (AI), and customer knowledge. Big Data represents what billions of people do, say, watch, and listen to during their daily life. Mimicking how the human brain learns, AI can turn this data into knowledge. For marketing, this means that we now have the raw material and technology to gain a holistic picture of our customers, to the point of knowing their personalities or emotions. However, being a General-Purpose Technology, AI algorithms are not off-the-shelf solutions but must be tailored to the specific task at hand.

The Amplifon Chair aims to build a bridge between the latest theoretical advancements in AI and marketing practice. In doing so, it aims to develop novel methodologies that inform marketing decisions with data that are granular, frequent, of different types, and from different sources.

WELCOME ADDRESSES

MARIO MONTI President, Bocconi University

ENRICO VITA CEO, Amplifon

GIANMARIO VERONA Rector, Bocconi University

LECTIO INAUGURALIS

A DAY IN THE LIFE OF A CUSTOMER: HOW AI CAN TRANSFORM MARKETING PRACTICE

GAIA RUBERA Amplifon Chair in Customer Science, Bocconi University

GUEST SPEAKER

CUSTOMER-BASED EXECUTION AND STRATEGY IN B2B MARKETS

SHRIHARI SRIDHAR Joe Foster' 56 Chair in Business Leadership, Texas A&M University

ROUND TABLE

CHAIR

FRANCESCO MANACORDA la Repubblica

PARTICIPANTS

ANDREA BANINO Senior Research Scientist, DeepMind

MICHELE CARUSO Data & Customer Experience Director, Wunderman Thompson Italy

GIUSEPPE VIRONDA Group Chief Marketing Officer, Amplifon