Giuliano Noci

Vice Rector of the Chinese Campus of the Politecnico di Milano

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Giuliano Noci is a Full Professor in Business and Management Engineering in the School of Management at the Politecnico di Milano, where he holds a professorship in Strategy & Marketing. Vice Rector of the Chinese Campus since 2011, he was previously the Rector's Delegate for Russia and India.

A member of the committee for the Italian Artificial Intelligence Strategy under the Italian Council of Ministers, he serves on the boards of several companies and has launched and directed numerous Research Observatories. In 2017, he founded the interdepartmental Pheel Lab at the Politecnico di Milano, and since 2022, he has been the Scientific Director of the Metaverse Marketing Lab. He is also columnist for many Italian and international economic and financial publications.

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