

**PAOLO PALOMBA**

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Professor of *Food and Wine Distribution and Retail* – MBA Food and Wine  
*Economics and Management of Agri-Business* – Master in Business Administration / Food and Wine  
Bologna Business School  
University of Bologna

**OTHER POSITIONS**

Since July 2009 - General Manager  
Ctm Altromercato soc. coop.

2004 - 2009 Commercial and Marketing Director  
National Head Quarter SIGMA

2001 - 2004 Brand Conad and Purchasing Director  
Centrale Nazionale CONAD

1997 - 2001 Marketing Manager  
CONAD

1993 - 1997 Responsible of Own Brands  
Conad (Purchasing and Marketing)

1990 - 1993 Head of Commercial Planning and Projects  
CONAD  
CONAD Representative at CEM (Cooperation Europeenne de Marketing), Central European purchases  
in Brussels.

1986 - 1990 Buyer of Fresh Food, Sector Cold Cuts and Gastronomy  
CONAD

**EDUCATION**

Several courses in several modules at SDA BOCCONI University MILAN  
Retail Marketing, New Marketing Competencies, Advertising Management

"Competitive Marketing Strategies."  
MCE Brussels (American Marketing Association)

1980 - 1985: Degree in Agricultural Science  
University of Bologna

**PRINCIPAL PUBLICATIONS**

2009 Author with Nomisma Group of book "Marketing dei prodotti tipici" (Marketing of typical  
food products).