



**POLITECNICO
MILANO 1863**



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 has led numerous Research Observatories and is a Board Member of Polimilano Educational Consulting Ltd, Sidera, and Macron SpA. He is also a Trustee on the Board of Tongji University in Shanghai. Finally, he has been part of the Technical Mission Structure for strategic direction, infrastructure development, and high-level oversight at the Italian Ministry of Infrastructure and Transport, and has worked in the Internal Control Service of the Italian Ministry of the Interior.

In 2017, he founded the interdepartmental Pheel Lab at the Politecnico di Milano and has been the Scientific Director of the Metaverse Marketing Lab since 2022. A columnist for many Italian and international economic-financial newspapers, such as *Il Sole 24 Ore*, he also participates as a commentator on radio and television programmes.

In 2015, he received the "China-Italy Science Technology Innovation Cooperation Contribution Award" for his contributions to the development of bilateral relations in technological innovation.

 giuliano.noci@polimi.it

 <https://www.linkedin.com/in/gnoci>

 https://www.x.com/giuliano_noci