



MARKETING & COMMUNICATION

ILARIA DALLA POZZA

Professor of Marketing

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BIOGRAPHY

Iliara Dalla Pozza is Professor of Marketing at IPAG Business School, where she is in charge of developing research activities for marketing in the banking and insurance industry. She holds a PhD in marketing from Politecnico di Milano. Prior to joining IPAG, she was Assistant Professor at University of Connecticut (USA) and Associate Professor at EMLV Paris. Iliara develops research in the fields of multichannel management, Customer Lifetime Value, customer relationship management. She is the founder of the Association for Insurance Marketing, an international network of researchers in marketing in the insurance industry.

She is a speaker on topics of marketing in the insurance industry and she organizes the annual ICMI conference (International Conference for Marketing in the Insurance Industry) and the AssurMarketing conference for professionals in the field. Her work has been published in Journal of Retailing, Journal of Strategic Marketing, International Journal of Bank Marketing, Journal of Interactive Marketing, European Journal of Marketing.

EDUCATION

2006: Ph.D. in Marketing Strategy, Politecnico di Milano, Italy

2002: Master's Degree in Management Engineering, Politecnico di Milano, Italy

TEACHING AREAS

- Marketing
- Customer Satisfaction
- Digital Marketing
- Social Media
- Experiential Marketing
- Customer Relationship Management
- Multichannel Management

RESEARCH AREAS

- Multichannel Management
- Customer Lifetime Value
- Customer Relationship Management
- Marketing in Insurance Industry
- Insurance Industry

TEACHING PROGRAMS

- Program "Grande Ecole"

PROFESSIONAL EXPERIENCES

2013- 2016: Organization of the Assurmarketing annual conference for professionals in the insurance industry
 Since 2013: Research conducted in collaboration with companies and directors of major French insurance companies
 2011: Research contract with ORANGE FRANCE: “Multichannel Management gets social”
 2009: Visiting Professor at INSEAD, France
 2006 – 2008: Assistant Professor at University of Connecticut, USA
 2006: Senior Customer Operations Specialist, Vodafone, Milan, Italy
 2005: Visiting Professor at London Business School, London, UK
 2004: Research Analyst, Peppers and Rogers Group, leading consultancy company in Customer Relationship Management, London

SELECTED PUBLICATIONS

Dalla Pozza, I., Oliveira Brochado, A., Texier, L., Najar, D. (2017), Multichannel segmentation in the after-sales stage in the insurance industry, *International Journal of Bank Marketing*, (RANG 4 CNRS), forthcoming.

Dalla Pozza, I., Texier, L. (2017), Vers un nouveau concept de proximité dans la relation conseiller-client: le cas de la banque et de l'assurance, *Gestion 2000*, forthcoming.

Dalla Pozza, I., Heitz-Spahn, S., Texier, L. (2017), Behaviour for complex services: the need for human contact embodied through a distance relationship, *Journal of Strategic Marketing*, 25(3), 226-239.

Wang C., Dalla Pozza, I. (2015), Evaluate and understand customer lifetime duration: an example from telecom, *Gestion 2000* Mars-Avril 2015, pp. 79-101.

Dalla Pozza, I. (2014), Customer experiences as drivers of Customer Satisfaction, *Gestion 2000*, May-June 2014.

Dalla Pozza I. (2014), Multichannel Management gets Social, *European Journal of Marketing*, Vol. 48 Iss: 7/8, pp.1274 - 1295.

Dalla Pozza, I., Texier, L. (2014), Managing multichannel strategies in the service sector: the example of the French insurance industry, *Journal of Applied Business Research*, May/June, Vol. 30, Number 3, pp. 863-867.

Dalla Pozza, I. Kumar V., and Ganesh J. (2013), Revisiting the Satisfaction-Loyalty Relationship: Empirical Generalizations and Directions for Future Research, *Journal of Retailing*, Vol. 89, Issue 3, pp. 246–262.

Kumar, V., Dalla Pozza I., Petersen A., Shah D. (2009), Reversing the Logic: The New Path to Profitability through Relationship Marketing, *Journal of Interactive Marketing*, 23(2), 147-156.

Dalla Pozza, I., L’impatto del Customer Relationship Management sulle performance, *Sistemi e Impresa*, March 2007 (in Italian).

Dalla Pozza, I., “Introducing a marketing-based perspective in alliance formation, *Journal of Competitive Intelligence and Management*, Vol. 3, Issue 1, Spring 2005.