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SANGUIS JOVIS

ALTA SCUOLA DEL SANGIOVESE

Artificiale

Quando la mano dell'Uomo migliora la Natura

Alberto Mattiacci, Direttore *Sanguis Jovis*

6 luglio 2026



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Professore Ordinario di Marketing & Business Management -
Sapienza | Luiss Business School | Eurispes | UE Commission |
Fondazione Banfi | MEF

Rome, Latium, Italy · [Contact info](#)

Alberto Mattiacci

- **Current academic roles**

Full Professor, Economics and Management of Enterprises, Sapienza University of Rome
Senior Fellow, Luiss Business School
Scientific Coordinator, Marketing Executive Education Area, Luiss Business School

- **Professional experience**

Management Consultant, Mattiacci & Partners Ltd
President, Scientific Committee Eurispes
Board Member, EU civil service, Ministry of Economy and Finance (MEF)
Scientific Director, Banfi Foundation
Entrepreneur / startup founder

- **Education and other personal information**

PhD in Management
Specialization in Marketing Research, SDA Bocconi
Summa cum laude Laurea in Economics, Sapienza University of Rome
Publicist journalist, Editor of the Marketing column in HBR Italia, author of over 200 publications



Artificiale



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Lunedì

Setting the scene: il senso umano dell'*artificiale*



Lunedì

Setting the scene: il senso umano dell'*artificiale*

Martedì

Il vino come artefatto agricolo



Lunedì

Setting the scene: il senso umano dell'*artificiale*

Martedì

Il vino come artefatto agricolo

Mercoledì

Il vino come artefatto bio-chimico



Lunedì

Setting the scene: il senso umano dell'*artificiale*

Martedì

Il vino come artefatto agricolo

Mercoledì

Il vino come artefatto bio-chimico

Giovedì

Banfi-Day



Lunedì

Setting the scene: il senso umano dell'*artificiale*

Martedì

Il vino come artefatto agricolo

Mercoledì

Il vino come artefatto bio-chimico

Giovedì

Banfi-Day

Venerdì

Il vino come artefatto socio-economico

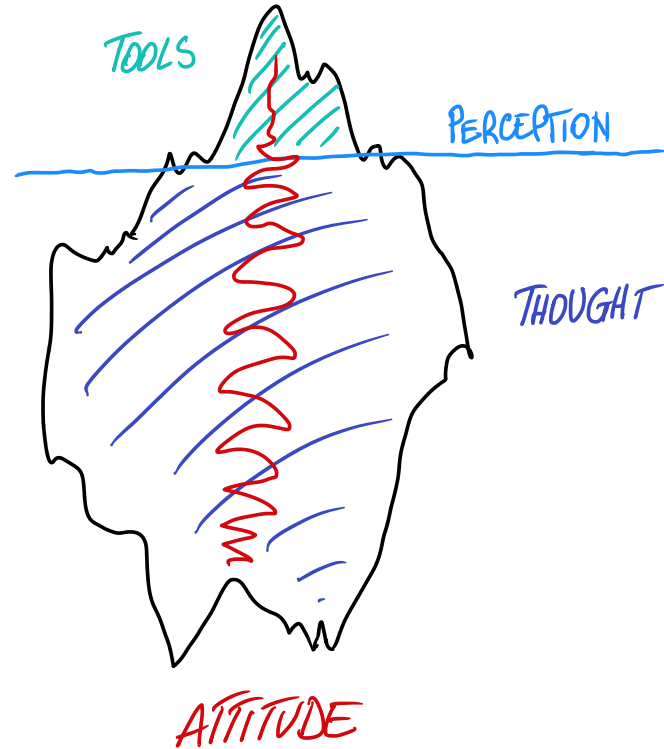


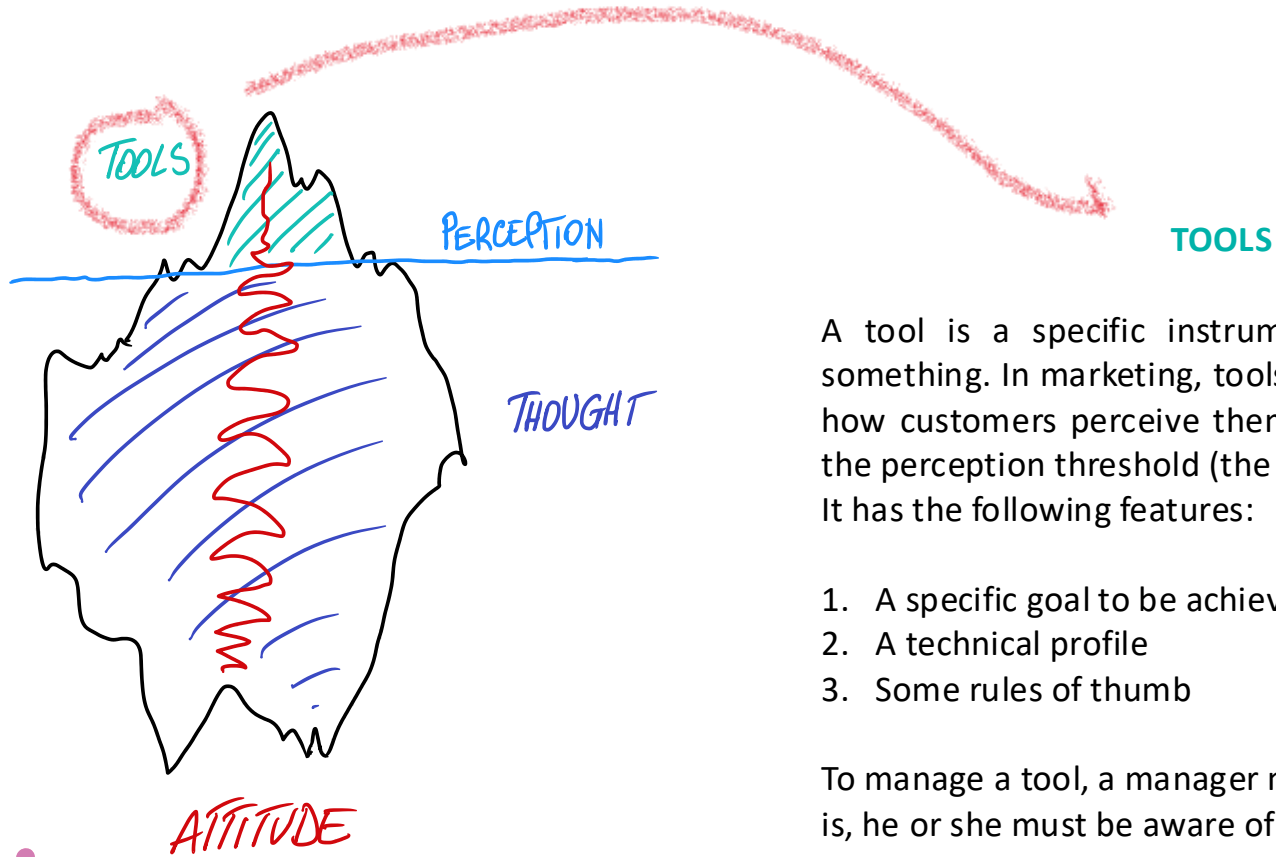
Competenze & Co



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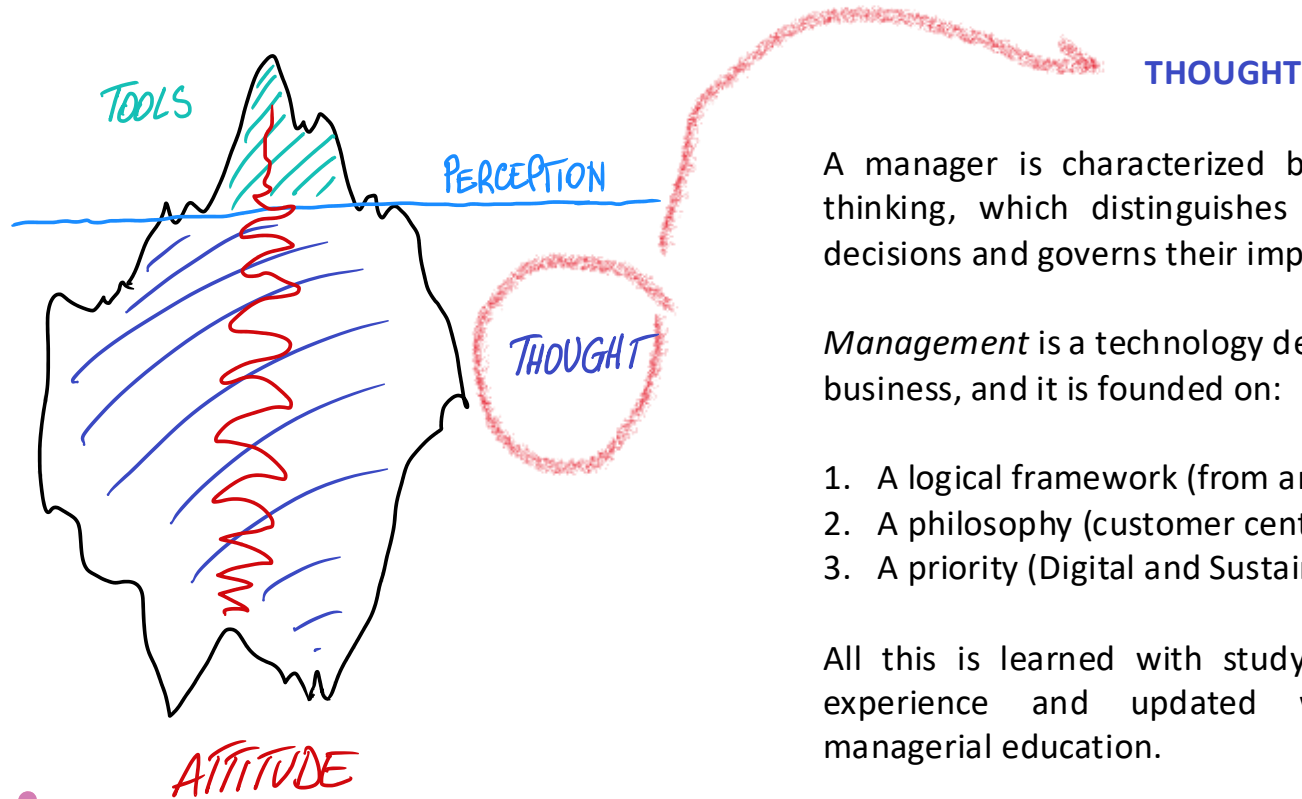




A tool is a specific instrument used to achieve something. In marketing, tools are used to influence how customers perceive them: they operate above the perception threshold (the surface of the sea). It has the following features:

1. A specific goal to be achieved
2. A technical profile
3. Some rules of thumb

To manage a tool, a manager must be prepared; that is, he or she must be aware of points 1 to 3 above.



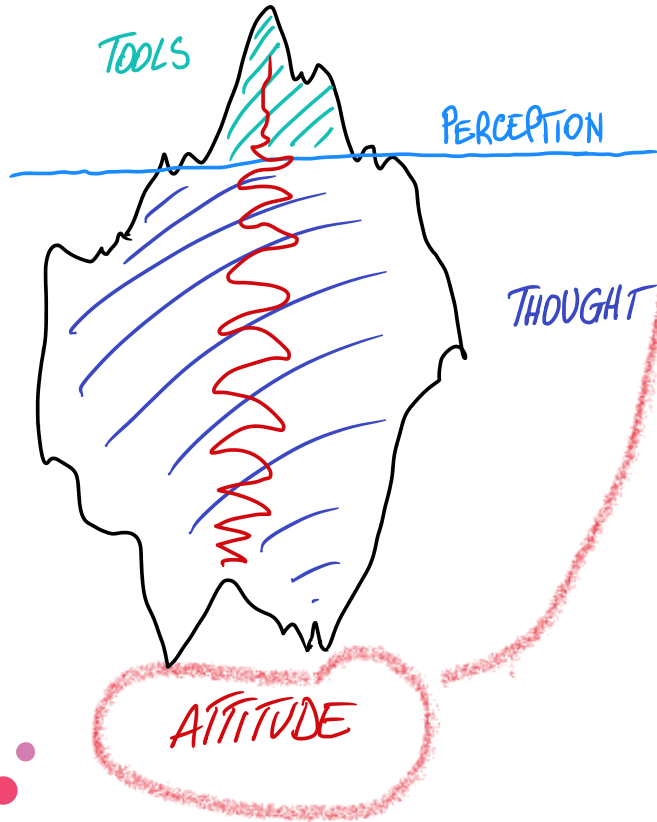
A manager is characterized by a specific way of thinking, which distinguishes the way he makes decisions and governs their implementation.

Management is a technology developed to lead a business, and it is founded on:

1. A logical framework (from analysis, to feedback)
2. A philosophy (customer centricity)
3. A priority (Digital and Sustainability mindset)

All this is learned with study, strengthened with experience and updated with training and managerial education.





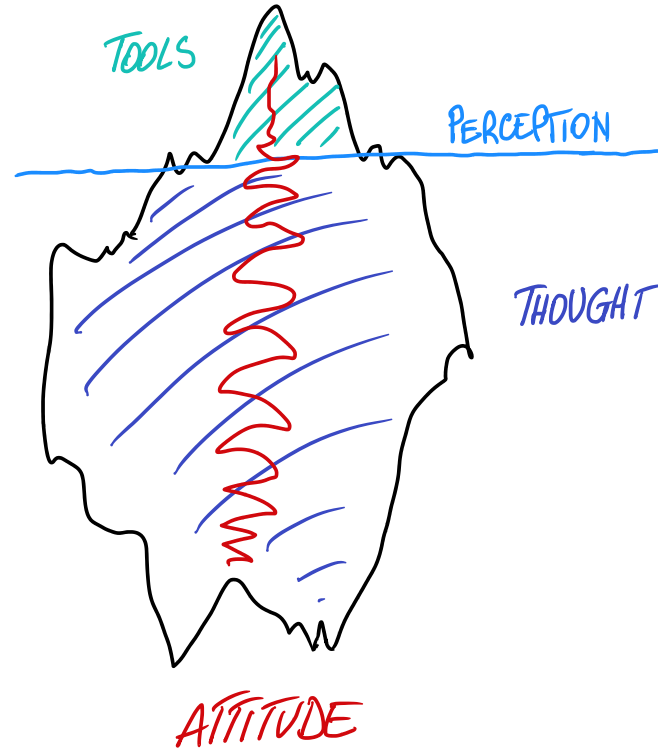
ATTITUDE

It's the hardest thing to code. It is an intangible blend of elements that are not taught but trained and cultivated.

The attitude is made up of:

1. Curiosity
2. Culture
3. A natural tension to change things as they are
4. The awareness that customers do not look/think/feel/act like you
5. (perhaps) imagination

Attitude is what makes the difference between a *manager* and a *talented marketer*.



Mercato



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INSTITUTION
space

TRADITION
time

EXCHANGE
economy
society

COMPETITION
business



Technology lifts the average quality upwards and boosts production volumes
(*commodity-zation*)

+

Supply is structurally higher than demand
(downward *pressure* on prices)

+

Low perception of relevant difference
(high *substitutability*)

=

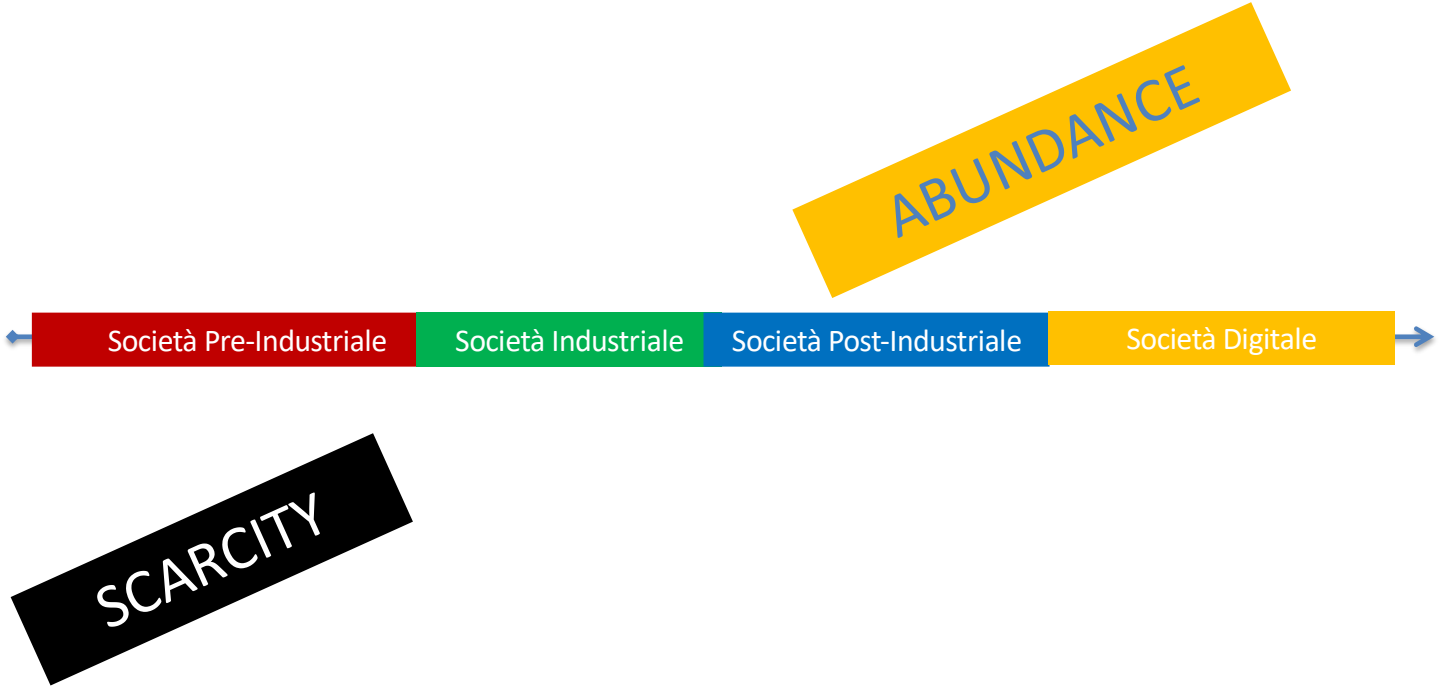
BUYER'S MARKET

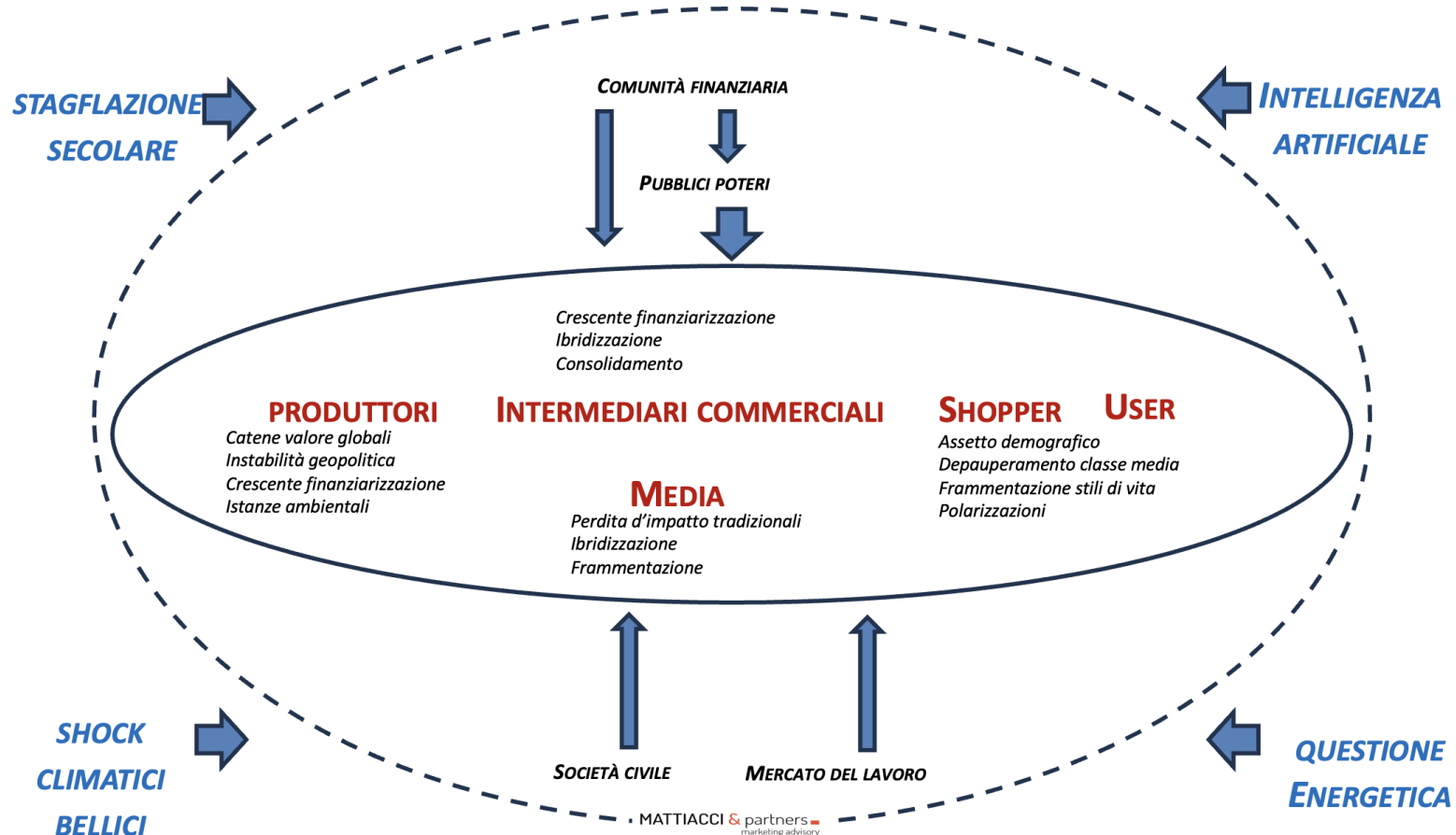


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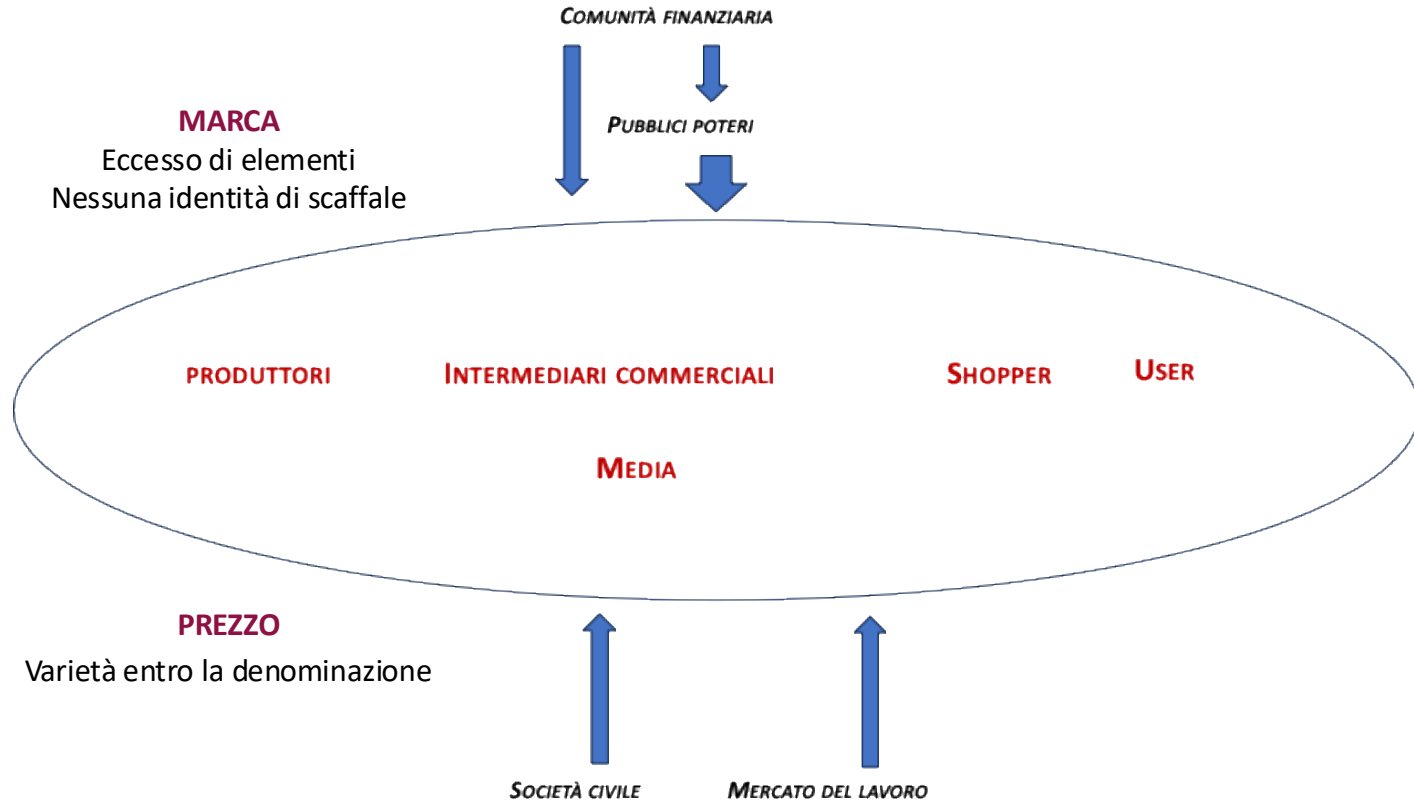


tempo









MERCATO

Mercati Multipli:

Aste

Collezionismo

Letteratura

Filmografia

Turismo

COMUNITÀ FINANZIARIA



PUBBLICI POTERI



PRODUTTORI

INTERMEDIARI COMMERCIALI

SHOPPER

USER

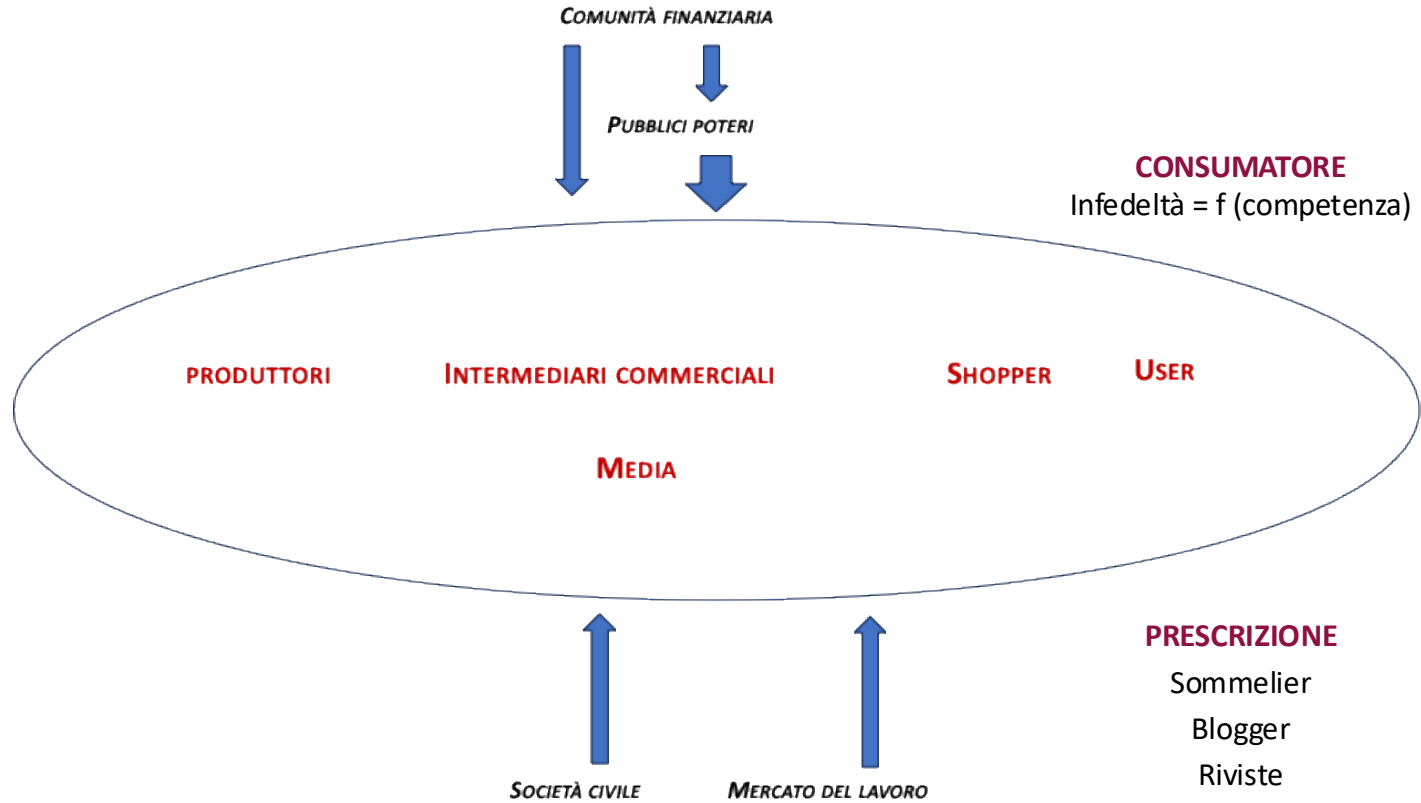
MEDIA



SOCIETÀ CIVILE



MERCATO DEL LAVORO



heritage & market



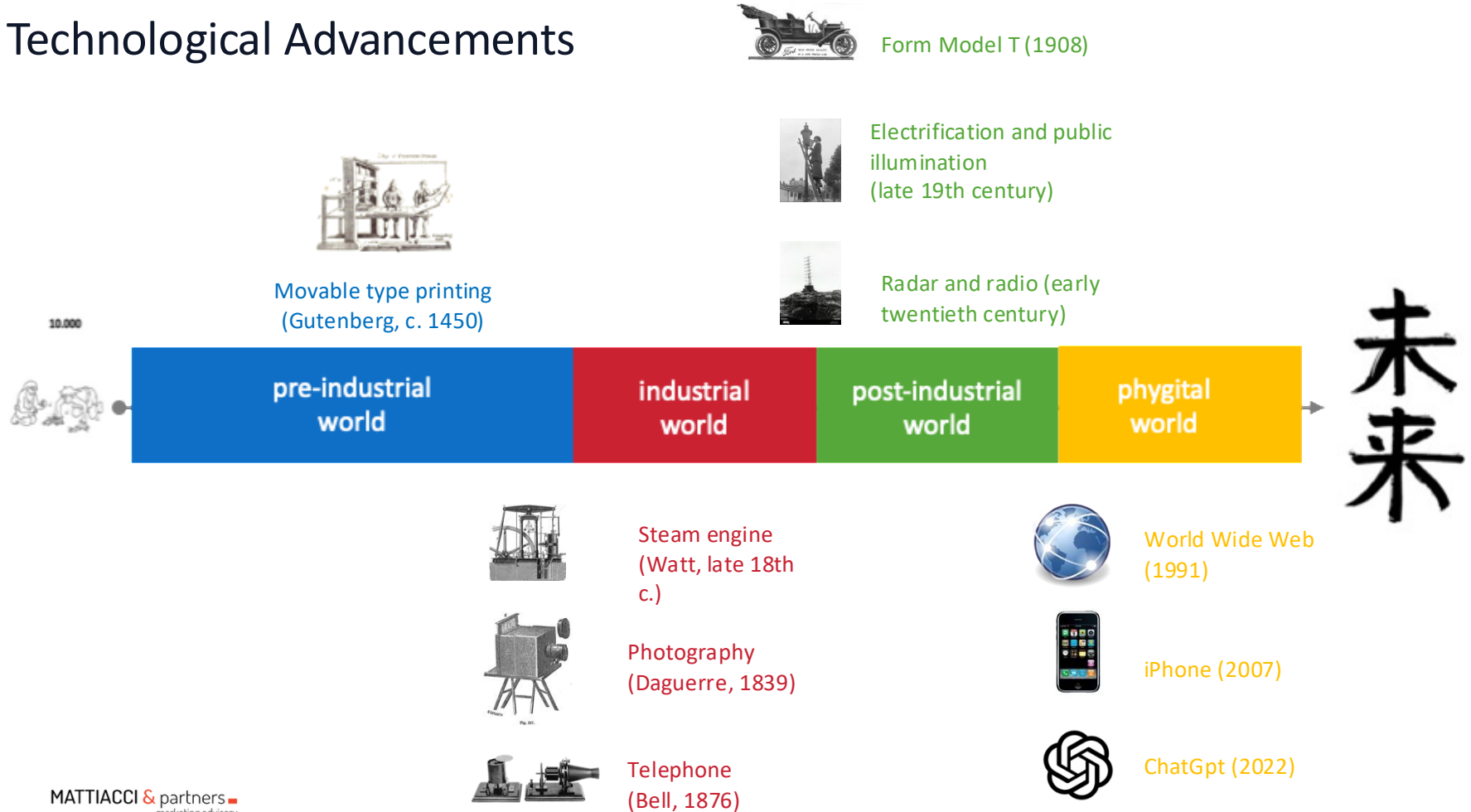
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A brief history of the marketer



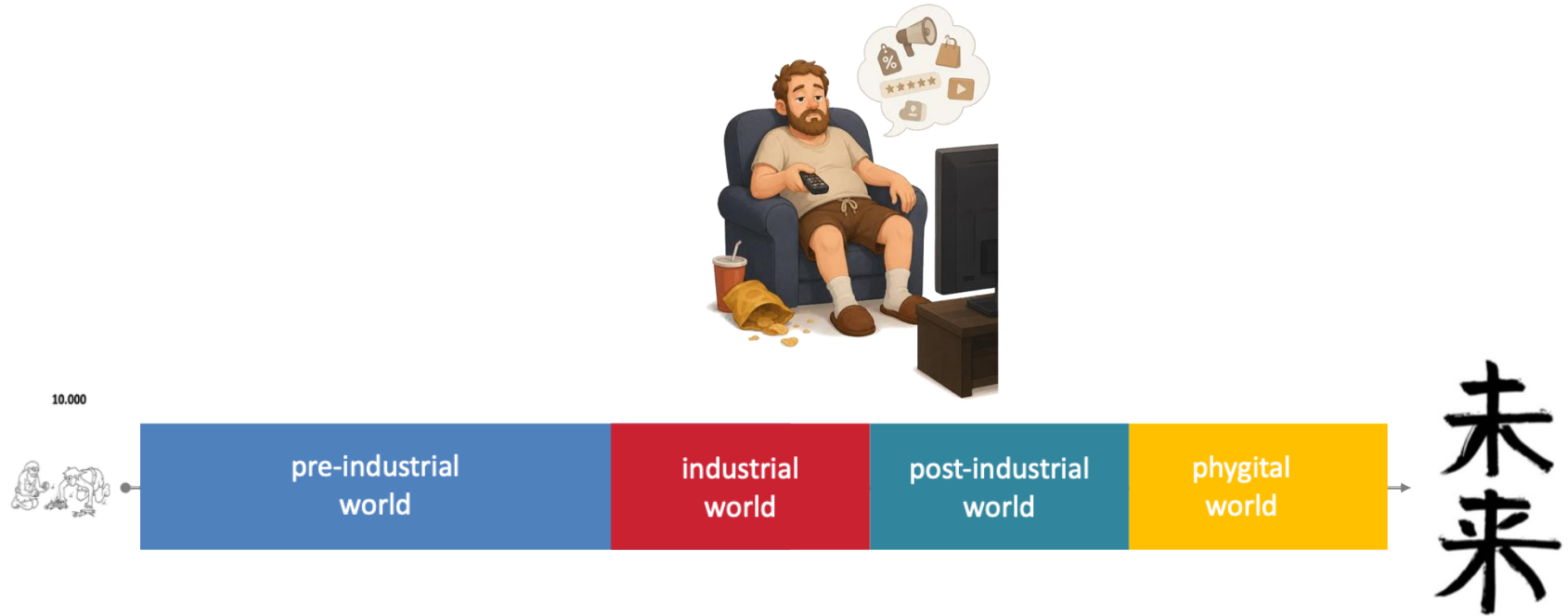
Technological Advancements



04

What about consumers?

What has happened to the consumer



How consumer is **naturally** born

From the retailer's perspective, the mass-market consumer is:

Anonymous — don't know his/her name.

Distant — physically and relationally far from the retailer.

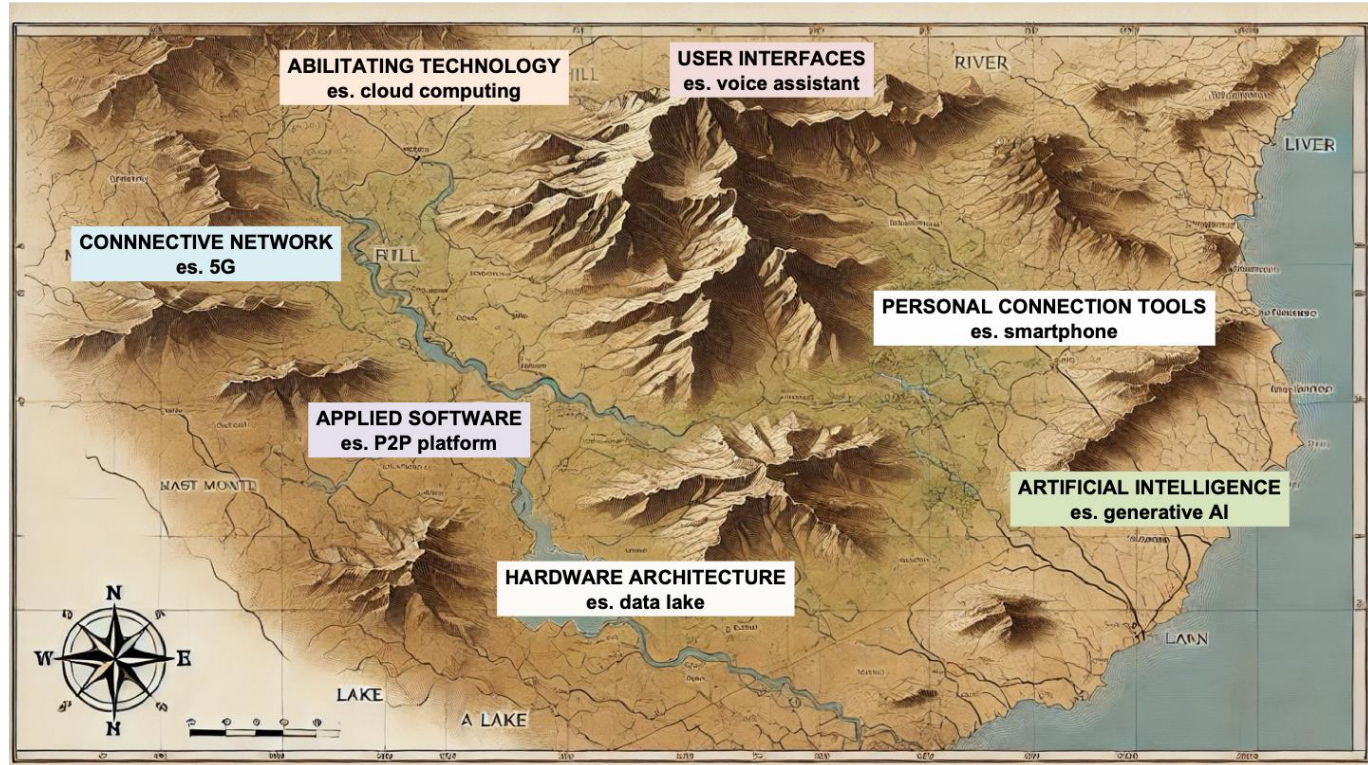
Distracted — hard to capture and retain.

Skeptical — reluctant to believe brand promises.

Habit-driven — often guided by routines, inertia, and repeated behaviors.



The advent of the mass digitization



The advent of the mass digitization



The birth of the empowered consumer



From the retailer's perspective, digitalization makes the consumer:

Identifiable — no longer anonymous.

Trackable — observable across touchpoints.

Reachable / Addressable — contactable through digital channels.

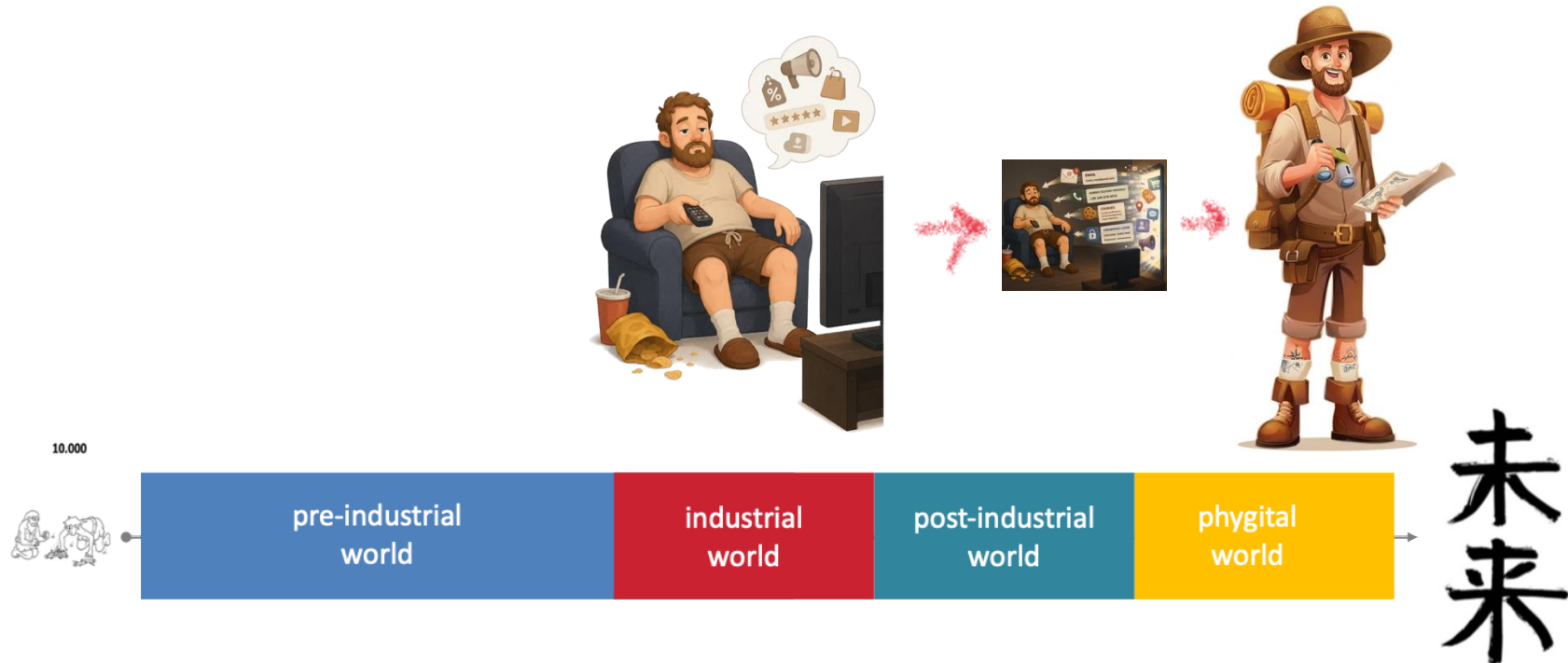
Profiled — transformed into data-based profiles.

Measurable — evaluated through behavioral metrics.

Predictable — modeled through analytics and AI.

Personalizable — targetable with tailored offers and experiences.

A brief history of the consumer



The birth of the empowered consumer



From the consumer's perspective, digitalization makes him/her:

Informed — able to compare information, prices and alternatives.

Connected — linked to brands, peers and communities.

Empowered — more in control of the buying journey.

Selective — able to filter stimuli and choose what matters.

Influential — able to influence others through reviews, ratings and content.



The birth of the AI-enabled consumer



From the consumer's perspective, AI makes him/her:

Enhancing decision-making: the buyer uses AI assistants to compare prices, features, and reviews in real time, often achieving faster and more informed decisions.

Anticipating needs in context: AI predicts future needs (repairs, renewals, replacements) from usage signals, maintenance data, and environmental cues.

Protecting privacy and data control: awareness and management of privacy settings, with granular options to share data with brands, apps, and assistants.

Enabling ecosystems: interconnection between smart devices, voice assistants, CRM, and e-commerce platforms to create seamless experiences (unified shopping journey).

readings



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Every Wednesday on the front page

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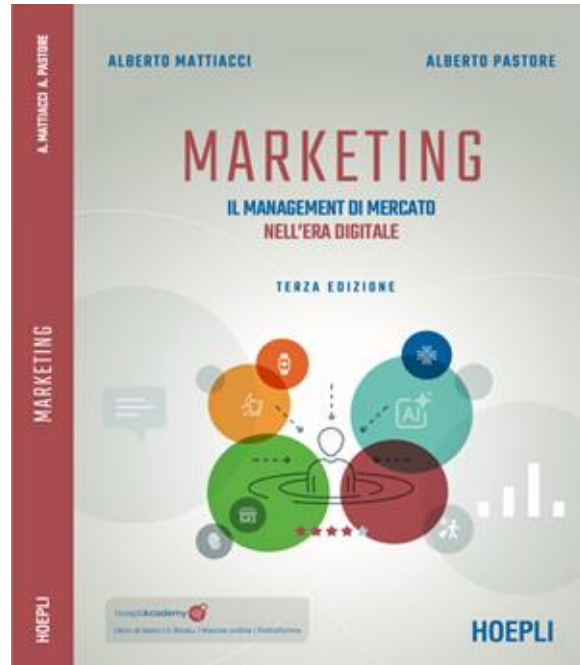


Each month

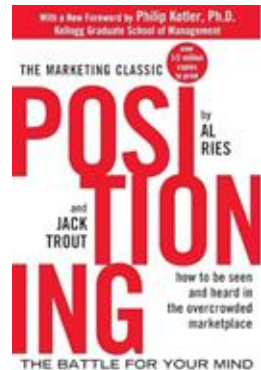
Suggested Reports



A complete marketing handbook



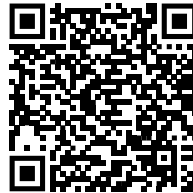
Additional book recommendations





Free for you*

<https://www.albertomattiacci.it/wp-content/uploads/2022/05/Economicamente-libro-AlbertoMattacci.pdf>



*Also available on Amazon at incredibly low price

Heritage

Frontiera del valore

Alberto Mattiacci, Direttore *Sanguis Jovis*

7 luglio 2025



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