



**Francesco
Rattalino**

ESCP Europe

A cum laude graduate in Economics from the University of Torino, Francesco Rattalino is Associate Professor of the Management Control Department at ESCP Europe Business School, and the Director General of the ESCP Europe – Torino Campus.

Francesco earned his Ph.D. in Business Administration at the University of Torino: his current research interests include strategy execution, performance management and the public sector.

Francesco started his professional career as a Financial analyst at Ferrero International BV in the Netherlands; he then moved to the USA to work for Oracle Corp. as a Senior Financial Application Consultant. Back in Italy, prior to joining ESCP Europe, Francesco worked in the consulting industry as project manager and business developer for Motion International, assisting a wide range of clients such as Serono, Sorgenia, BT, Banca Intesa.

Module 3 - BEIJING (July 24th - 28th)

Strategy & Execution

- Defining the concepts of business administration, value creation and competitive advantage
- Understanding the fundamentals of organizational culture that influence strategic decisions
- Exploring the tools that are useful to analyze market trends and competition strategy execution with China: Chinese organizational culture and HR dynamics