

## **Dr. Ilaria Dalla Pozza**

Assistant Professor in Residence  
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### **Education/Professional Certification:**

Ph.D., Marketing, Politecnico di Milano, Italy, 2006  
Master Degree in Management Engineering, Politecnico di Milano, Italy, 2002

### **Areas of Expertise:**

Customer relationship management (CRM); cross-buying and retention; channel management; marketing audit.

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