

Marco Bertini

ESADE
Avinguda de la Torre Blanca, 59
08172 Sant Cugat del Vallès, Spain
marco.bertini@esade.edu
www.marcobertini.com

8 February 2018

ACADEMIC APPOINTMENTS

Apr. 2015 – present	Department Head, Marketing – ESADE, Barcelona, Spain
Jul. 2014 – present	Associate Professor of Marketing – ESADE, Barcelona, Spain
May 2006 – Jun. 2014	Assistant Professor of Marketing – London Business School, London, UK
Jun. 2000 – Aug. 2001	Lecturer of Marketing – IESE Business School, Barcelona, Spain

EDUCATION

Harvard Business School, Harvard University	Boston, USA
Doctor of Business Administration (Marketing)	Jun. 2006
IESE Business School, University of Navarra	Barcelona, Spain
Master of Business Administration	Jun. 2000
The University of Melbourne	Melbourne, Australia
Bachelor of Arts (Politics and International Studies)	Mar. 1998
The University of Melbourne	Melbourne, Australia
Bachelor of Commerce (Economics)	Mar. 1998

HONORS, GRANTS AND ACCREDITATIONS

Thinkers50 Radar list, 2017
Agència per a la Qualitat del Sistema Universitari de Catalunya Mèrit de Recerca (2011-16), 2017
Agència per a la Qualitat del Sistema Universitari de Catalunya Mèrit de Recerca (2005-10), 2016
Agència per a la Qualitat del Sistema Universitari de Catalunya Acreditació de Recerca Avançada, 2015
London Business School Deloitte Institute of Innovation and Entrepreneurship grant (£12,800), 2013
Marketing Science Institute Young Scholar, 2013
Economist Intelligence Unit Business Professor of the Year Award nominee, 2012
European Commission Marie Curie Actions grant FP7-PEOPLE-2010-ITN (€263,000), 2011
London Business School Research and Materials Development Fund, 2006–14
AMA-Sheth Foundation Doctoral Consortium Fellow, 2005
ISMS Doctoral Consortium Fellow, 2004
Harvard Business School Graduate Fellowship, 2001–6
The University of Melbourne Honors Graduate, 1998

RESEARCH

PUBLICATIONS

Articles for academia

Spann, Martin, Robert Zeithammer, Marco Bertini, Ernan Haruvy, Sandy Jap, Oded Koenigsberg, Vincent Mak, Peter Popkowski Leszczyc, Bernd Skiera, and Manoj Thomas (forthcoming), "Beyond Posted Prices: The Past, Present, and Future of Participative Pricing Mechanisms," *Customer Needs and Solutions*.

Lee, Leonard, Michelle Lee, Marco Bertini, Gal Zauberaman, and Dan Ariely (2015), "Money, Time, and the Stability of Consumer Preferences," *Journal of Marketing Research*, 52(2), 184-99.

Aydinli, Aylin, Marco Bertini, and Anja Lambrecht (2014), "Price Promotion for Emotional Impact," *Journal of Marketing*, 78(4), 80-96.

Bertini, Marco, Luc Wathieu, and Sheena S. Iyengar (2012), "The Discriminating Consumer: Product Proliferation and Willingness to Pay for Quality," *Journal of Marketing Research*, 49(1), 39-49.

Bertini, Marco, Elie Ofek, and Dan Ariely (2009), "The Impact of Add-On Features on Consumer Product Evaluations," *Journal of Consumer Research*, 36(1), 17-28.

Bertini, Marco and Luc Wathieu (2008), "Attention Arousal through Price Partitioning," *Marketing Science*, 27(2), 236-46.

Wathieu, Luc and Marco Bertini (2007), "Price as a Stimulus to Think: The Case for Willful Overpricing," *Marketing Science*, 26(1), 118-29.

Articles for practice

Reisman, Richard and Marco Bertini (forthcoming), "A Novel Architecture to Monetize Digital Offerings," *Journal of Revenue and Pricing Management*, practice section.

Bertini, Marco and Nader Tavassoli (2017), "When It's Time to Expand Beyond the Base," *Harvard Business Review*, 95(5), 143-7.

Bertini, Marco and Nader Tavassoli (2015), "Can One Business Unit Have Two Revenue Models?" *Harvard Business Review*, 93(3), 121-5.

Bertini, Marco (2014), "Price Wars and the Managers Who Start Them," *Business Strategy Review*, 25(4), 52-5.

Bertini, Marco and Oded Koenigsberg (2014), "When Customers Help Set Prices," *MIT Sloan Management Review*, 55(4), 57-64.

Ham, Tim and Marco Bertini (2013), "The Right Price, at the Right Moment, to the Right Customer," *Business Strategy Review*, 24(1), 49-53.

Bertini, Marco (2012), "The Price of Olympic Success," *Business Strategy Review*, 23(2), 43-7.

Bertini, Marco and John T. Gourville (2012), "Pricing to Create Shared Value," *Harvard Business Review*, 90(6), 96-104.

Bertini, Marco, Luc Wathieu, Betsy Page Sigman, and Michael I. Norton (2012), "Do Social Deal Sites Really Work?" *Harvard Business Review*, 90(5), 139-43.

Bertini, Marco and Ricardo Cabornero (2012), "The Perils of Popularity," *Business Strategy Review*, 23(1), 51-5.

Bertini, Marco, John T. Gourville, and Elie Ofek (2011), "When the Name Is the Game," *Business Strategy Review*, 22(3), 50-5.

Bertini, Marco and John T. Gourville (2011), "Time for a Unified Campaign?" *Harvard Business Review*, 89(6), 129–33.

Bertini, Marco, John T. Gourville, and Elie Ofek (2011), "The Best Way to Name Your Product 2.0," *Harvard Business Review*, 89(5), 36.

Hinterhuber, Andreas and Marco Bertini (2011), "Profiting When Customers Choose Value over Price," *Business Strategy Review*, 22(1), 46–9.

Bertini, Marco and Nirmalya Kumar (2010), "The Upstart's Assault," *Harvard Business Review*, 88(7–8), 159–63.

Bertini, Marco and Luc Wathieu (2010), "How to Stop Customers from Fixating on Price," *Harvard Business Review*, 88(5), 84–91.

Book chapters Bertini, Marco (2017), "Put the Customers' Money Where Your Mouth Is," in *Dear CEO: 50 Personal Letters from the World's Leading Business Thinkers*, London: Bloomsbury, 19–21.

Research reports Vana, Prasad, Anja Lambrecht, and Marco Bertini (2015), "Cashback is Cash Forward: Delaying a Discount to Increase Future Spending," *Marketing Science Institute*, report 15–112.

Bertini, Marco, Daniel Halbheer, and Oded Koenigsberg (2013), "Self-Serving Behavior in Price-Quality Competition," *Marketing Science Institute*, report 13–107. (Deloitte Institute of Innovation and Entrepreneurship research grant, 2013.)

Aydinli, Aylin and Marco Bertini (2013), "Price Promotion for Emotional Impact," *Marketing Science Institute*, report 13–103.

Bertini, Marco and Luc Wathieu (2012), "Starting Prices and Consumer Sensitivity to Customization," *Marketing Science Institute*, report 12–114.

Bertini, Marco, John Gourville, and Elie Ofek (2007), "The Branding of Next-Generation Products," *Marketing Science Institute*, report 07–113. (MSI most downloaded report, 2007.)

WORK IN PROGRESS

Books The ends game: how technology and society are redefining the nature of business (O. Koenigsberg)

Manuscripts Cashback is cash forward: delaying a discount to encourage further spending (P. Vana, A. Lambrecht), under review, *Journal of Marketing Research*

Price and quality decisions by self-serving managers (D. Halbheer, O. Koenigsberg), under review, *International Journal of Research in Marketing*

Consumer reactance to promotional favors (A. Aydinli)

Product customization and the role of starting prices (L. Wathieu)

Consumer resistance (S. Buehler, D. Halbheer)

The elephant in the room: a conversation theory perspective on the communication of prices (J. von Schuckmann, A. Kronrod)

Pricing a project (E. Bialogorsky, O. Koenigsberg)

Now you see it, now you don't: effects of inventory and discounting on consumer purchase behavior (P. Vana, S. Neslin)

Boosting promotion effectiveness with thoughtful arrays (A. Valenzuela, M. Pirc)

PRESENTATIONS

Seminars

Wirtschafts Universität Wien, Vienna, 2017
National University of Singapore Business School, Singapore, 2017
Ludwig-Maximilians-Universität München, Munich, 2016
IDC Herzliya Arison School of Business, Herzliya, 2016
Universidad Carlos III de Madrid, Madrid, 2015
University of Oxford Saïd Business School, Oxford, 2014
ESADE, Sant Cugat del Vallès, 2014
Tilburg University School of Economics and Management, Tilburg, 2013
HEC Paris, Jouy-en-Josas, 2013
ESMT European School of Management and Technology, Berlin, 2013
IE Business School, Madrid, 2013
Georgetown University McDonough School of Business, Washington, 2013
ESSEC Business School, Cergy-Pontoise, 2013
Institute for Management Development, Lausanne, 2013
University of Cambridge Judge Business School, Cambridge, 2013
Koç University Graduate School of Business, Istanbul, 2013
Cardiff Business School, Cardiff, 2013
KU Leuven, Leuven, 2012
Harvard Business School, Boston, 2012
IE Business School, Madrid, 2012
Universitat Pompeu Fabra, Barcelona, 2011 (2)
Harvard Business School, Boston, 2011
London Judgment and Decision Making Group, London, 2010
ESMT European School of Management and Technology, Berlin, 2008
Lancaster University Management School, Lancaster, 2007
INSEAD, Fontainebleau, 2007
International Management Institute, Brussels, 2006
Harvard University, Cambridge, 2005
UNC Kenan-Flagler Business School, Chapel Hill, 2005
London Business School, London, 2005
Tuck School of Business at Dartmouth College, Hanover, 2005

Conferences

Babson College Pricing Camp, Wellesley, 2018
Annual Meeting of the Committee for Industrial Economics, Vienna, 2018
1st Invitational Pricing Symposium, London, 2017
Invitational Thought Leaders in Consumer Strategy Conference, Amsterdam, 2017
10th Invitational Choice Symposium, Lake Louise, 2016
5th Invitational Theory and Practice in Marketing Conference, Atlanta, 2015 (2)
INFORMS Marketing Science Conference, Atlanta, 2014

BDRM Conference, London, 2014
Invitational AMA–EMAC Symposium, Rotterdam, 2014 (2)
4th Invitational Theory and Practice in Marketing Conference, Evanston, 2014 (2)
SCP Winter Conference, Miami, 2014
ACR European Conference, Barcelona, 2013
INFORMS Marketing Science Conference, Istanbul, 2013
9th Invitational Choice Symposium, Noordwijk, 2013
EMAC Conference, Istanbul, 2013
3rd Invitational Theory and Practice in Marketing Conference, London, 2013
La Londe Conference, La Londe, 2013
SCP Winter Conference, San Antonio, 2013
7th Invitational MSI Young Scholars Event, Park City, 2013
SJDJ Annual Meeting, Minneapolis, 2012
ACR North American Conference, Vancouver, 2012 (3)
BDRM Conference, Boulder, 2012
SCP International Conference, Firenze, 2012
Yale SOM Center for Customer Insights Conference, New Haven, 2012
2nd Invitational Theory and Practice in Marketing Conference, Boston, 2012
SCP Winter Conference, Las Vegas, 2012
ACR North American Conference, Saint Louis, 2011
INFORMS Marketing Science Conference, Houston, 2011
Yale SOM Center for Customer Insights Conference, New Haven, 2011
EMAC Conference, Copenhagen, 2010
AM Brand, Identity, and Corporate Reputation Conference, Barcelona, 2010
SCP Winter Conference, Saint Pete Beach, 2010
ACR North American Conference, Pittsburgh, 2009
INFORMS Marketing Science Conference, Ann Arbor, 2009
SJDJ Annual Meeting, Chicago, 2008 (2)
ACR North American Conference, San Francisco, 2008
INFORMS Marketing Science Conference, Vancouver, 2008
EMAC Conference, Brighton, 2008
ACR North American Conference, Memphis, 2007
INFORMS Marketing Science Conference, Singapore, 2007
Yale SOM Center for Customer Insights Conference, New Haven, 2007
SCP Winter Conference, Las Vegas, 2007
ACR North American Conference, Orlando, 2006 (2)
BDRM Conference, Santa Monica, 2006
SJDJ Annual Meeting, Toronto, 2005 (2)
Fordham University Pricing Conference, New York, 2005

Northeastern Universities Marketing Consortium, Boston, 2005
INFORMS Marketing Science Conference, Atlanta, 2005 (2)
INFORMS Marketing Science Conference, Rotterdam, 2004 (2)

COURSE DEVELOPMENT

<i>Case studies</i>	<p>Bertini, Marco and Nader Tavassoli (2013), "Revenue Model Innovation at Roche Diagnostics," London Business School case study, CS-13-015.</p> <p>Norton, Michael I., Luc Wathieu, Betsy Page Sigman, and Marco Bertini (2012), "What's the Deal with LivingSocial?" Harvard Business School case study 9-512-065 and teaching note 5-513-086.</p> <p>Gourville, John T. and Marco Bertini (2011), "Barceló Hotels and Resorts (A)," Harvard Business School case study 9-511-108.</p> <p>Bertini, Marco and Diogo Coelho (2010), "Global Graphics: Pricing in a New Market," London Business School case study CS-10-014.</p> <p>Gourville, John T. and Marco Bertini (2010), "The London 2012 Olympic Games," Harvard Business School case study 9-510-039 and teaching note 5-511-027. (Case Centre bestselling case, 2013.)</p> <p>Bertini, Marco, Alastair Hirst, and Nirmalya Kumar (2009), "BT Business: Responding to 'Free Forever'," London Business School case study CS-08-041.</p> <p>Bertini, Marco, Edward Parkinson, and Donna Everatt (2008), "Viagogo (A) (B)," London Business School case studies CS-08-039/040.</p> <p>Bertini, Marco, Eduard Guiu, and José Luis Nuevo (2002), "Vitamax Technologies," IESE Business School, case study M-1139-E.</p> <p>Bertini, Marco, Victoria Carrión, and José Luis Nuevo (2001), "Muxxic Latina," IESE Business School case study M-1135-E.</p> <p>Bertini, Marco, Magali Lamyin, and José Luis Nuevo (2001), "Teléfonos de México, S.A. de C.V. and the Prodigy Internet Plus Decision," IESE Business School case study M-1124-E.</p> <p>Bertini, Marco and José Luis Nuevo (2001), "Canal Satélite Digital," IESE Business School case study M-1121-E.</p> <p>Bertini, Marco and José Luis Nuevo (2001), "Lastminute.com (A) (B) (C)," IESE Business School case studies M-1115/1116/1117-E.</p>
<i>Technical notes</i>	<p>Bertini, Marco, Victoria Carrión, and José Luis Nuevo (2002), "The Recorded Music Industry," IESE Business School technical note MN-337-E.</p>

TEACHING

DEGREE PROGRAMMES

<i>Executive MBA</i>	<p>Marketing Strategy, London Business School–Columbia Business School</p> <p>Marketing Strategy, Warsaw University of Technology Business School</p> <p>Monetisation, Georgetown University–ESADE</p> <p>Pricing Strategy, University of Cambridge</p>
<i>MBA</i>	<p>Marketing Strategy, ESADE</p>

Marketing Strategy, IESE Business School
Marketing Strategy, London Business School
Monetisation, ESADE
Pricing Strategy, London Business School

MSc Pricing, ESADE

PhD Behavioural Research in Pricing, London Business School
Design and Analysis of Experiments, London Business School
Judgment and Decision Making, London Business School

EXECUTIVE EDUCATION

Custom Air Liquide, Banco Bilbao Vizcaya Argentaria, Boston Consulting Group, Ceská Sporitelna, The Coca-Cola Company, De Brauw, Ericsson, European Centre for Executive Development, ExxonMobil, Fédération Internationale de l'Automobile, Guangzhou Liby Enterprise Group, Hennes and Mauritz, Hewlett-Packard, Iberdrola, International Commerce Institute, LeasePlan Corporation, Linde Group, IBM, Merck Serono, Repsol, Royal Mail Group (2015 European Foundation for Management Development Gold Excellence in Practice Award), Sberbank, Seidor, Starbev, Strauss Coffee, Sun Microsystems, Telekom Austria Group, Telenor Group, Transmed, University of Witwatersrand, Vodafone, Young Presidents' Organization.

Events 4YFN, Mobile World Congress, Barcelona, 2017
Retail Forum, ESADECREAPOLIS, Barcelona, 2016
Innovation for Growth, Science | Business, Barcelona, 2015
Global Leadership Summit, London Business School, London, 2012

Open enrolment Digital Leadership, ESADE, 2017-
Pricing and Revenue Maximisation, Luxembourg School of Business, 2017-
Advanced Marketing Strategy, ESADE, 2016-
inDIGITAL, ESADE, 2016-
Strategic Pricing, Aalto University, 2015-
Chief Marketing Officer Programme, CEIBS, 2013-
Strategic Pricing Management, GfK Academy, 2013-6
Market-Driving Strategies, London Business School, 2010-2
Customer-Focused Marketing, London Business School, 2007-12

PROFESSIONAL ACTIVITIES

ADVISORY Evo Pricing, Pearson Ham Consulting, The Top Line Lab.

CONSULTING AC Hotels, Arrow Electronics, Astrazeneca, Chevron-Texaco, De Beers, Emel Group, Merck, Merck Serono, Miller Brewing Company, Peregrine Corporation, Procter and Gamble, Union Española de Explosivos, USA Tobacco Education and Prevention Board.

KEYNOTES	<p>Annual Convention, EPTDA, London, 2018</p> <p>Global Sales Conference, Elkem, Kristiansand, 2017</p> <p>Global Effective Pricing Summit, Corporate Parity, Barcelona, 2017</p> <p>Congreso Nacional de Marketing y Ventas, APD, Madrid, 2015</p> <p>Eurasia Consumer Summit, TeliaSonera, Istanbul, 2015</p> <p>Global Conference, Permira Advisers, Madrid, 2015</p> <p>Possibilities Conference, Austbrokers and IBNA Member Services, Barcelona, 2015</p> <p>European Pricing Conference, Professional Pricing Society, Barcelona, 2014</p> <p>BIG Chief Executive Officer P2P Meeting, PerCapita, Tallinn, 2014</p> <p>Successful Selling, Institute of Sales and Marketing Management, Coventry, 2013</p> <p>Achieving Commercial Excellence Conference, Roland Berger, London, 2013</p> <p>Financial Director Summit, Financial Director, London, 2013</p> <p>Aftermarket Forum, European Pricing Platform, Frankfurt, 2013</p> <p>Executive Forum, Global Retail Marketing Association, St Pete Beach, 2013</p> <p>Directors Meeting, International Association of Department Stores, Stuttgart, 2013</p> <p>Directors Club Meeting, Presidents Institute, Copenhagen, 2013</p> <p>Commercial Excellence Conference, Simon-Kucher and Partners, London, 2012</p> <p>Hotel Industry Meeting, Pricing Solutions, Madrid, 2012</p> <p>Pricing for Profit Conference, Simon-Kucher and Partners, London, 2012</p> <p>Chief Information Officer European Meeting, The Research Board, Brussels, 2010</p> <p>Commercial Alignment Forum, GlaxoSmithKline, London, 2007</p>
RESEARCH	<p>Barceló Hotels and Resorts, Biokit, British Telecommunications, Buyapowa, Canal+, Global Graphics Software, Grupanya, Havas Media, Hewlett-Packard, Hoffmann-La Roche, Lastminute, LivingSocial, London Organising Committee for the Olympic and Paralympic Games, MuXXIc Latina, Prodigy, Quidco, Valassis, Viagogo.</p>
WORKSHOPS	<p>Association of Language Travel Organisations, Barceló Hotels and Resorts, Boehringer Ingelheim, Bolton Group, British Sky Broadcasting, British Telecommunications, Brown-Forman, Fox Networks Group, Havas Media, Hewlett-Packard, In Vivo BVA, John Lewis Partnership, Mondy, Occidental Hotels and Resorts, Orange Group, Pearson Ham Consulting, Pfizer, Poclairn Hydraulics, Presidents Institute, PricewaterhouseCoopers, Procter and Gamble, Roland Berger, Schibsted, Shell, TeliaSonera, UK Technology Strategy Board, Valassis, Valora Group, Vodafone, Voestalpine, Which?.</p>

SERVICE

ADMINISTRATION	<p>Founder, Institute for Data-Driven Decisions, ESADE, 2017</p> <p>Department Head, Marketing, ESADE, 2015-</p> <p>Advisory Council, Retail Forum, ESADECREAPOLIS, 2015-7</p> <p>MBA Core Course Committee, London Business School, 2006-9</p>
PANELS	<p>Doctoral Consortium, SCP Winter Conference, 2013</p>

REVIEWING

Boards

Editorial Board, Journal of Consumer Research, 2018–
Conference Chair, Pricing Symposium, 2017–
Track Chair, Pricing, EMAC Conference, 2015–7
Programme Committee, BDRM Conference, London, 2014
Associate Editor, ACR North American Conference, Chicago, 2013
Programme Committee, ACR European Conference, Barcelona, 2013

Competitions

EMAC McKinsey Marketing Dissertation Award, MSI Doctoral Dissertation
Proposal Competition, SCP Doctoral Dissertation Competition.

Conferences

ACR European Conference, ACR North American Conference, EMAC Conference,
La Londe Conference in Marketing Communications and Consumer Behavior, SCP
International Conference, SCP Winter Conference.

Journals

California Management Review, Decision Analysis, International Journal of Research
in Marketing, Journal of Consumer Psychology, Journal of Consumer Research,
Journal of Economic Psychology, Journal of Marketing Research, Management
Science, Marketing Science, Organizational Behavior and Human Decision
Processes.

SUPERVISION

Aylin Aydinli, Julia von Schuckmann.

MEDIA PRESENCE

TELEVISION

Antena 3 (Apr. 2016), BBC One (Aug. 2013, Jul. 2013).

PRINT

Accounting and Business (Jan. 2014, Jan. 2013), Argus Lite (Jul. 2008), .BIZ Builder
Magazine (Jul. 2012), Bloomberg BusinessWeek (May 2012), Business Strategy
Review (Mar. 2014), Casium (Nov. 2009), CFO Europe (Nov. 2008), CFO World (Mar.
2012), Columbia Ideas at Work (Jan. 2011), Consumerist (Aug. 2011), El Economista
(Feb. 2017, May 2016, Nov. 2014), El Mundo (Sep. 2016, Nov. 2015), El Periódico de
Catalunya (Nov. 2014), El Punt Avui (Jan. 2016), Emprendedores (Jun. 2015), Ernst
and Young Performance (Mar. 2014), EurekAlert! (Jan. 2009), Expansión (Mar. 2016,
Feb. 2015, Jul. 2014, Jul. 2001, Apr. 2001), Financial Times (May 2012, Jun. 2011, Feb.
2008), FirstScience (Jan. 2009), Forbes (Jan. 2013), Grocer (Oct. 2008), GrowthBusiness
(Jan. 2009), HBS Working Knowledge (Apr. 2012, Dec. 2006), Ideas for Leaders (Aug.
2014), La Vanguardia (Mar. 2016), Making Money (Jun. 2010), Marketer (Jun. 2008),
Marketing (Apr. 2009), Marketing+Ventas (Apr. 2016), Men's Health (Jul. 2009),
Mente & Finanzza (Jul. 2017), MIT Sloan Management Review (Nov. 2014), The
National (Jul. 2012), PhysOrg (Jan. 2009), Procurement Leaders (Oct. 2008),
Promotions and Incentives (Nov. 2008), Promotions Buyer (Dec. 2008), ScienceDaily
(Aug. 2011, Jan. 2009), ShortList (Jul. 2008), SmartMoney (Aug. 2011), Strategy Plus
Business (Mar. 2007), The Times (Jan. 2007), Wall Street Journal (Aug. 2011), Wise
Marketer (Nov. 2008), Yahoo! Finance (Jul. 2011).

INVITED BLOGS

Business Strategy Review (Dec. 2012, Mar. 2012, Dec. 2011), Harvard Business
Review (Dec. 2014, Nov. 2013, Nov. 2012, Jul. 2012, Jun. 2012, Feb. 2012, Dec. 2011,
Jul. 2011, Mar. 2011, Apr. 2010).

AFFILIATIONS

American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making.

ADDITIONAL WEBPAGES

ESADE: www.esade.edu/faculty/marco.bertini

LinkedIn: www.linkedin.com/pub/marco-bertini/70/71a/913

ResearchGate: www.researchgate.net/profile/Marco_Bertini3

Social Science Research Network: www.ssrn.com/author=333662

Stern Speakers: <https://sternspeakers.com/speakers/marco-bertini/>