

# Leonardo De Rossi

## LEADERSHIP, HUMAN RESOURCES AND DIGITAL TECHNOLOGIES

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LECTURER

Digital Transformation

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## Biography

Leonardo De Rossi is a Lecturer in the Leadership, Organization and Digital Technologies Knowledge Area at SDA Bocconi School of Management. At Università Bocconi, he is responsible for the master course “Blockchain and cryptoassets”, offered in collaboration with Politecnico di Milano, and “Bitcoin and Blockchain Fundamentals”.

At SDA Bocconi, he coordinates the blockchain research stream at the Digital Enterprise Value and Organization (DEVO) Lab, and serves as a professor of Bitcoin and Blockchain in several master’s courses as well as various custom programs for international clients from different sectors, with a particular focus on financial services. He is the operating director of the “Fintech for Executive” course and the director of the “Blockchain for Business Programme” course. He possesses extensive research experience in blockchain, having coordinated multiple research projects for both international and national clients on the subject. Since 2020, he has been a part of the core research team at the LIFT – Life Science and Biotech Lab, where he analyzes the impact of emerging digital technologies on Human Health. Since 2024, Leonardo has also been a member of the CERGAS Digital Transformation Hub.

He is the author of numerous books and articles on Bitcoin, Blockchain, and Digital Transformation. His works have been published in international academic journals, national newspapers, and specialized magazines. Among his publications are books such as “AI Management: strategie e approcci in azienda”, “The Blockchain Journey, a Guide to Practical Business Applications” and “Open Banking: La Prospettiva dei Clienti”. In 2018, he co-authored a paper that won an award at the HICSS conference in the 'Move the Field Forward' category for his work on the applications of Blockchain technology in the corporate world. In 2019, he received the Teaching Award for the course “The Blockchain Journey”.

Leonardo holds a Ph.D. from Copenhagen Business School (CBS) with a research thesis on Bitcoin. He graduated with honors in Economics and Management of Innovation and Technology from Università Bocconi and holds an undergraduate degree in Economics and Management from Università Ca’ Foscari in Venice. He has also earned an Executive Certificate in “Blockchain Strategy” from the Saïd Business School at the University of Oxford and an Executive Certificate in “Artificial Intelligence: Implications for Business Strategy” from the MIT Sloan School of Management.

## Teaching domains

High Impact Technologies

Digital Innovation

Artificial Intelligence

Business Model Transformation

## Latest publications

DIAFERIA L., DE ROSSI L., SALVIOTTI G.  
AI Management. Strategie e Approcci in Azienda  
Egea, Milano, Italy, 2024

DE ROSSI L., SALVIOTTI G.  
Metaversi possibili. Archetipi e casi d'uso per andare oltre la bolla  
Economia & Management, 2023, no. 3, pp.67-71

BISSACCO D., CARRANO F. M., DE ROSSI L., ABBATEMARCO N., DI LORENZO N., CASANA R., SILERI P.  
Blockchain technology in healthcare: Do we really need it?  
Health Policy and Technology, 2023, vol.12, no. 1, pp.100716

ARMENI P., POLAT I., DE ROSSI L., DIAFERIA L., MEREGALLI S., GATTI A.  
Digital Twins in Healthcare: Is It the Beginning of a New Era of Evidence-Based Medicine? A Critical Review  
Journal of Personalized Medicine, 2022, vol.12, no. 8, pp.1255

DE ROSSI L.  
The Hit Radar in Action in *The Post-Digital Enterprise*  
Gianluigi Castelli, Severino Meregalli, Ferdinando Pennarola(Ed), Springer International Publishing, chap. 7, pp.113-131, 2022

FILOTTO U., DE ROSSI L., DIAFERIA L., SCIMONE X.  
Open banking: la direttiva c'è i consumatori forse sì  
Economia & Management, 2021, no. 3, pp.70-75

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## Grants & Honors

Move the Field Forward Best Paper Award - The Center for Business Analytics (CBA) at Milgard School of Business ,  
2019

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