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Academic Position

- President of the “Scuola Superiore Sant’Anna”, Pisa (since January 1, 2005);
- Rector of the “Scuola Superiore Sant’Anna”, Pisa (1993-2004);
- Full Professor of Industrial Organization and Management (since 1972);
- Coordinator for Master Course in "Innovation Management", Scuola Superiore Sant’Anna, Pisa;
- Board Member of the Master Program in “Communication and Marketing”, Milano;
- Board Member of the Master Program in “International Business”, University of Trieste.

Associations

- President of the “Società Italiana di Marketing”;
- President of the Scientific Committee for the Philip Morris Marketing Prize”
- Member of the Scientific Board of the “Accademia Italiana di Economia Aziendale”;
- Member of the “Società Italiana degli Economisti”;
- Member of the Board of Fondazione IRI;
- Member of the Board of Fondazione Lucchini;
- Member of the Board of the Italy-Japan Business Group;
- Member of the Scientific Board of twelve Italian and Non-Italian journals.

Scientific Interests and Publications

Industrial Organization, Industrial Districts and Small Business, International Marketing, Innovation Management. In this area Professor Varaldo is author of more than 30 books, 72 articles and 80 studies.