

## Three new and important partners join our Commercial Excellence Lab

EPTA Group, Olympus and Akeron enrich an ecosystem serving companies.



SDA Bocconi's **CEL, Commercial Excellence Lab** – a knowledge center focusing on excellence in the commercial sector leverages cooperation between academia and companies and is the only one of its kind in Italy and in Europe.

Since 2016, CEL has been promoting **research and continuous development of commercial skills** to improve individual and organizational performance, increase the **professionalization of the sales world** and improve the **reputation** of professions in the commercial field. From the very beginning, it has been supported by historical partners such as **Hilti Italia** and **Luxottica**, who still work alongside CEL today, and by several other companies who have been a part of it over the years. This year, CEL is being joined by three new partners: **EPTA GROUP**, an international leader in the refrigeration industry; **OLYMPUS**, a cutting-edge player in medicine, life sciences and industrial equipment and **AKERON**, a leading IT company offering innovative software solutions to improve corporate performance.

### What does it mean to become a CEL Partner?

*"In line with our motto: "Sharing is Caring," say EPTA Group's Luca Lastella, Chief Commercial Officer EMEA and Michele Vitali, Group Commercial Services Director, "we believe that, in business contexts that are increasingly harder to interpret,, the opportunity to share different experiences among excellent companies within the Lab, all striving to achieve winning solutions, can accelerate the transformation of commercial (and other) processes, generating added value for the achievement of increasingly ambitious business objectives."*

*"Olympus Italia's participation in CEL will allow us to share commercial issues and*

*best practices on topics that are very important to us at the moment. In such a complex and challenging period, it is strategic for us to be part of this knowledge center, whose focus is to connect leading companies with the academic world. I am certain this co-creation and networking process will bring plenty of new strategic ideas to our company," says Olympus Italia's CEO Vittorio Martinelli.*

*"At Akeron, we never think of software as mere technology, rather as culture applied to technology. And we always steer towards developing Akeron's Sales Performance Management solutions through continuous dialogue with industry experts," says Manuel Vellutini, Co-CEO di Akeron .*

*"Akeron SPM software was created by people who have first-hand experience in sales, incorporating their way of thinking and living the sales process on a daily basis into technology. Joining CEL is an opportunity for us to continue and cultivate constant exchange with experts in the sales world," adds Elena Fanfani, Marketing & Sales Operations EVP at Akeron.*

Thanks to the support of "historical" partners, participation of new ones and contributions made by both categories, opportunities for discussion with leading thinkers offered by CEL's **events, roundtables, workshops and webinars** will become even richer and more able to bring in development and the sharing of best practices.

SDA Bocconi School of Management

Clipping Online  
Testata: sdabocconi.it  
Data: 20 Settembre 2021