

Alessandro Gerosa



Date of birth: 16/12/1991



Working experience

- 2021 – now **■ Lecturer in Marketing, Birmingham Business School.**
Research & teaching
- 2021 – 2021 **■ PostDoctoral Researcher in Cultural Sociology, University of Milan.**
Member of the research team working on the "AlgoCount" project
- 2020 – now **■ Adjunct Professor in Sociology of Consumption, Catholic University of the Sacred Heart (Milan)**
- 2020 – 2021 **■ PostDoctoral Researcher in Economic Sociology, Catholic University of the Sacred Heart (Milan).**
Member of the research team working on the "Milano Collabora" project, in partnership with the Municipality of Milan

Education

- 2016 – 2020 **■ Ph.D. in Sociology and Methodology of Social Research, University of Milan.**
Thesis title: *The Hipster Economy: an ethnography of creative food and beverage micro-entrepreneurs in the Italian context.* Supervisor Prof. Luisa Leonini
- 2014 – 2016 **■ Master Degree in International Relations, University of Milan (LM - 52 «Relazioni Internazionali», 110/110 cum laude)**

Research Publications and Presentations

Books

- 1 Gerosa, A. (under contract). *The hipster economy: Aesthetics and economics of authenticity in contemporary societies.* UCL Press.

Peer-reviewed Articles

- 1 Gerosa, A. & Giorgi, G. (Accepted). The memetic cult of personality of politicians during the pandemic. *Comunicazione Politica.*
- 2 Gerosa, A. (2021a). Cosmopolitans of regionalism: Dealers of omnivorous taste under italian food truck imaginary. *Consumption Markets & Culture*, 24(1), 30–53.
- 3 Gerosa, A. (2021b). The hidden roots of the creative economy: A critical history of the concept along the twentieth century. *International Journal of Cultural Policy*, 1–15.
- 4 Gerosa, A. & Tartari, M. (2021). Bottom-up neighborhood rebranding: Between community engagement and loss of place identity. *Space and Culture*, 1–18.
- 5 Gerosa, A. (2019a). Alcohol and the city: The logistics of alcoholic flows in urban transformations. *Lo Squaderno*, 52(June).
- 6 Gerosa, A. (2017). Promoting startup creation to fight youth unemployment in southern europe: An efficient public policy? *ECPR General Conference 2017.*

Book Chapters

- 1 Gerosa, A. (Accepted). The resurgence of craft retailing. *Marketing and entrepreneurship of the 'artisanal'. craft branding and 'washing' in the contemporary era*. Edgar Elgar.
- 2 Gerosa, A. & Manzini Ceinar, I. (Accepted). Coworking spaces and the pandemic: A literature review. *New working spaces and covid-19 pandemic: Implications for urban and regional development*. Routledge.
- 3 Giorgi, G. & Gerosa, A. (Under review). #Brnbq: Le estetiche della teppa urbana nella «piazza digitale» di instagram. *Le strade della teppa*.
- 4 Gerosa, A., Manzo, C. & Pais, I. (2021). Il lavoro condiviso: La trasformazione degli spazi di coworking durante l'emergenza covid-19. *Ambrosianum rapporto sulla città milano 2021*. Franco Angeli.
- 5 Tartari, M. & Gerosa, A. (2020). Il quartiere nolo, un caso di rebranding dal basso: Tra creatività, innovazione sociale e criticità. *Costellazione milano*. Fondazione Giangiacomo Feltrinelli.

International Conference Presentations (selection)

- 1 Gerosa, A. At the roots of creative economy: A critical history of the imaginary. In: *3rd cameo conference: Re-futuring creative economies*. Leicester, 2019.
- 2 Gerosa, A. In the name of passion: Passionate work and precariousness in food and beverage italian micro-entrepreneurs. In: *Esa general conference 2019*. Manchester, 2019.
- 3 Tartari, M. & Gerosa, A. Bottom-up neighborhood rebranding: Community building or loss of place identity? In: *Esa general conference 2019*. Manchester, 2019.

Research and Teaching Experience

- May 2019 **■ Visiting researcher at CAMEo, University of Leicester** (Research Institute for Cultural and Media Economies) **Coordinator of a DataSprint working group** for the AlgoCount project. Analysis of the twittersphere through digital methods.
- 2020 **■ Responsible of didactic laboratories at University of Milan** of 12 hours each titled "Digital Methods for Academic and Professional Research" (in English) and "The Memetic Society" (in Italian)
- 2017-2020 **■ Teaching Assistant at University of Milan, University of Turin and IULM** for BA and MA courses in Global Media, Communication Research, Methodology of Social Research, Sociology of Communication.

Other Experiences

- 2019-2021 **■ Data scientist for firms, professional magazines and public Institutions** as Treccani, Scomodo, CMI Magazine, L'ippocastano, Waynaut.
- 2012-2017 **■ City Councilman, city of Monza**. City Councilman and President of Commission IV «Affari Generali - Partecipazione e Politiche Giovanili - Comunicazione - Rapporti Istituzionali - Sport - Istruzione e Personale - Legalità».

Skills

Languages	▪ Italian: mother tongue; English: fluent; French: basic; Spanish: basic.
Softwares	▪ Stata, R, Gephi, RQDA, Python; Office, Libreoffice, \LaTeX ; GIMP, Inkscape.
Researcher	▪ Competency and experience in the design and implementation of qualitative and quantitative researches: interviews, participant observation, focus groups; statistical methods; quantitative and qualitative analysis of textual material; network analysis.
Digital Methods	▪ Proficiency in: data scraping from Social Media and web pages; data analysis and visualization of scraped data.
Team working	▪ An excellent propensity to team-working. Long experience in managing official public committees as president. Experience in team-working as member of Trailab, coordinating own work with one of the colleagues and to quickly take decisions together.
Organizational skills	▪ Long experience in organizing and managing various small and medium-sized cultural, political and professional events.
Public relations	▪ Proficiency and experience in public speaking, the chairing of events, writing press releases and managing relations with the press. Experience in the management of public pages on Facebook and websites on the Wordpress platform.



Ministero della Giustizia

Sistema Informativo del Casellario Certificato del Casellario Giudiziale (ART. 24 D.P.R. 14/11/2002 N.313)

CERTIFICATO NUMERO: 16562/2022/R

Al nome di:

Cognome **GEROSA**
Nome **ALESSANDRO**
Data di nascita **16/12/1991**
Luogo di Nascita **MONZA (MB) - ITALIA**
Sesso **M**

sulla richiesta di: **INTERESSATO**
per uso: **RIDUZIONE DELLA META' DELL'IMPOSTA DI BOLLO E DIRITTI; PER ESSERE ESIBITO IN OCCASIONE DI CANDIDATURA ELETTORALE (ART. 1 COMMA 14 LEGGE 3/2019)**

Si attesta che nella Banca dati del Casellario giudiziale risulta:

NULLA

ESTRATTO DA: CASELLARIO GIUDIZIALE - PROCURA DELLA REPUBBLICA PRESSO IL TRIBUNALE DI MONZA

MONZA, 10/05/2022 09:52



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Il cancelliere esperto
Marco CORONA

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**** AVVERTENZA ****

Certificato del casellario giudiziale - (ART. 24 D.P.R. 14/11/2002 N.313) - al nome di:

Cognome	Nome	Luogo di Nascita	Data di nascita	Sesso	Paternità	Codice Fiscale
GEROSA	ALESSANDRO	MONZA	16/12/1991	M		GRSLSN91116F704H

Si attesta che nella Banca dati del Casellario Europeo NULLA risulta.