

About the Author

Dr. Danilo Zatta, Partner and Managing Director at The Boston Consulting Group (BCG) in Munich, is a leading expert in topline growth with over 20 years of consulting experience. He specialized in profit improvement on the revenue side. Before joining BCG, he worked for several of the world's leading consultancies in the fields of strategy and marketing.

Danilo has conducted hundreds of projects both in Europe and globally for large corporations as well as for medium-sized companies and private equity investors in numerous sectors. He was thus able to develop strong expertise in e.g. strategies, sales and pricing excellence programs, M&A and post-merger integration, pricing processes, as well as business and revenue models.

He has published over 20 books on topics including corporate strategies and pricing. His articles are regularly published in e.g. Harvard Business Review and The Journal of Revenue and Pricing Management. He is a regular speaker and chairman at events, forums and leading business schools.

Danilo studied Economics at the Luiss University in Rome, Italy as well as at the UCD in Dublin, Ireland. He holds a Master of Business Administration (MBA) from INSEAD of Fontainebleau, France and Singapore. He received his doctoral degree (Ph.D.) in revenue management and pricing at the Technical University of Munich, Germany.

You can reach out to Danilo using the following email for feedbacks about the book or exchanges on e.g. revenue management, pricing and sales excellence:

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