



MARCO BERTONI

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My expertise is in the field of product innovation. My research focuses on value models for engineering design, while I teach design thinking and needfinding techniques at graduate and undergraduate level.

I took part to European FP6/FP7 and national research projects in the topic of Systems Engineering, with focus on requirements management, enterprise collaboration and knowledge Management practices.

I am member of the scientific committee of the International Conference on Engineering Design, the CIRP Industrial Product Service Systems conference, the International CAD Conference, the International Conference on Research into Design, and the DESIGN conference.

I am Departmental Coordinator for the Faculty of Engineering for the ERASMUS+ agreement with the University of Bergamo.

I won the BTH round of the Forskar Grand Prix and took part to the Swedish finals in Stockholm in 2013.

L April 2008 – April 2013 :
Post-Doc and Assistant Professor in
Functional Product at Luleå
University of Technology.

TEKNISKA HOGSKOLEN BTH
April 2013-onwards:
Associate Professor in Product
Innovation at Blekinge Institute of
Technology.

UNIVERSITA' DEL SALENTO
Mar 2005 – Apr 2008 :
PhD student at Politecnico di
Milano.

UNIVERSITA' DI BERGAMO
December 2004
MSc in Management Engineering
at the University of Bergamo.

Italian: native English: C2 Swedish: C1

VALUE ANALYSIS

Eres, M. H., **Bertoni, M.**, Kossmann, M., & Scanlan, J. P. (2014) Mapping customer needs to engineering characteristics: an aerospace perspective for conceptual design. *Journal of Engineering Design*, 25(1-3):64-87.

VALUE VISUALIZATION

Bertoni, A., **Bertoni, M.**, Isaksson O. (2013). Value Visualization in PSS Preliminary Design. *Journal of Cleaner Production*, 53:103-117.

PUBLICATIONS (selected)

PRODUCT INNOVATION

ORCID ID:
0000-0002-5076-3300

VALUE AND SUSTAINABILITY

Bertoni, M. (2017) Introducing sustainability in value models to support design decision making: a systematic review. *Sustainability*, 9(6) 994.

KNOWLEDGE MANAGEMENT

Bertoni, M., Larsson, A., Ericson, Å., Chirumalla K., Larsson T., Isaksson, O. and Randall, D. (2012) The rise of Social Product Development. *International Journal of Networking and Virtual Organizations*, 11(2):188-207.

H-index: 14
I10-index: 16
Total papers: 65
Total citations: 581

SYSTEMS ENGINEERING

Bertoni M, Bertoni A, Isaksson O. (2016) EVOKE: A Value-Driven Concept Selection Matrix for Early System Design. *Journal of Systems Science and Systems Engineering*. doi:10.1007/s11518-016-5324-2.

BUSINESS PROCESS REENGINEERING

Bertoni, M., Bordegoni, M., Cugini, U., Regazzoni, D., & Rizzi, C. (2009). PLM paradigm: How to lead BPR within the Product Development field. *Computers in Industry*, 60(7), 476-484.

CURRENT TEACHING RESPONSIBILITIES

*Course responsible

*Teacher and/or supervisor

Innovation Project Implementation
and Realization (swe)

Knowledge Enabled
Engineering (en)

Value
Innovation (en)

YEAR 1

YEAR 2

YEAR 3

YEAR 4

YEAR 5

Project course for
Mechanical Engineers (swe)

Innovative and Sustainable
Product Development (swe)

Systems
Engineering (en)

Extreme PSS
Innovation (en)



<http://www.bth.se/people/ber.nsf/pages/associate-professor-marco-bertoni>



<http://www.linkedin.com/in/mbertoni>



http://www.researchgate.net/profile/Marco_Bertoni/



<http://bth.academia.edu/MarcoBertoni>