

# LA FISICA PER LE IMPRESE

COLLOQUIUM

**3 JUNE 2026**

**AULA MAGNA - VIA IRNERIO 46- BOLOGNA**

## PROGRAMME

**16:00** Registration

**16:30** **Welcome address by the Deputy Rector**  
Prof. Simona Tondelli

**Welcome address by the Director of the Department  
of Physics and Astronomy, "A. Righi"**  
Prof. Andrea Cimatti

**16:45** **Opening remarks**  
Prof. Francesco Minardi

**"Acting Like a Scientist: from Academia to Industry"**  
Benedetto Vigna, CEO of Ferrari

From physics to Ferrari, acting like a scientist can be a powerful advantage in leadership. The Ferrari CEO reflects on how data-driven decision-making, the courage to challenge the status quo, and the ability to navigate complexity have shaped his journey to leading one of the world's most iconic brands.

The colloquium will be held in English and moderated by Prof. Francesco Minardi.

**Q&A SESSION**



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

DIPARTIMENTO  
DI FISICA E ASTRONOMIA  
"AUGUSTO RIGHI"

FREE ENTRANCE  
REGISTRATION REQUIRED  
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