



**POLITECNICO
MILANO 1863**



CRISTINA MASELLA

Vice Rector for People Management and Organisation at the Politecnico di Milano

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Cristina Masella is a Full Professor at the Politecnico di Milano, where she teaches Business Administration. She serves as Vice Rector for People Management and Organisation and is a member of the Assessment Board at Università IULM. She has also been Director of the Department of Management Engineering at the Politecnico di Milano and Rector's Delegate for Budget and Management Control.

As Scientific Director of the Osservatorio Sanità Digitale, her research is deeply connected to the healthcare sector. She has a specific interest in studying technological and organisational innovations in healthcare, focusing on the factors that drive change management in healthcare and the impact of ICTs on services (such as telemedicine, electronic health records and smart devices). Through numerous collaborations with companies and institutions in the sector, she has developed specific expertise in the digital transformation in healthcare.

Her recent studies have explored topics related to co-production and the involvement of patients and caregivers in the design and evaluation of healthcare services, the role of PROMs and PREMs in service improvement, and the development of service ecosystems. She has also been involved in evaluations for funding calls for national and international projects.



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Vision

The Politecnico di Milano is a complex and dynamic institution, a generator of excellence, research and innovation sustained by the thousands of individuals who have been a part of it since 1863. With approximately 48,000 students, 1,800 PhD students, 1,200 professors and 1,400 collaborators, the Politecnico is not only a rich cultural and social crossroads but also an immense managerial challenge, requiring strategic vision, organisational skills and deep knowledge of the institution itself.

Cristina Masella's role as Vice Rector for People Management and Organisation falls within this area of university planning and involves close collaboration with the Human Resources and Organisation Department and the Planning and Control Service. Her work is primarily focused on defining criteria for resource allocation, analysing the organisational impact of policy decisions and translating them into procedures, as well as developing plans for staff growth that are aligned with the university's strategy and compatible with budgetary constraints and regulations set by the Italian Ministry of University and Research (MUR).

The aim of the position is to support the Politecnico in developing rules, criteria and organisational tools that not only comply with MUR guidelines but are also forward-looking, contributing to a dynamic balance where every strategic decision is a step towards a future of continuous excellence and sustainable growth.



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