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Di Leo began his professional career by serving as a consultant involved in multi-country projects making recommendations on the customer experience, and business process redesign for utilities and retail markets. In addition, he works in marketing research and insight generation as a freelance consultant.

He has published widely: his articles appear in leading journals such as Industrial Marketing Management, and British Food Journal. Furthermore, he has participated and participates in several national research projects, funded by private and public organizations in different sectors.

His current research interests refer to the following domains: sustainability issues, consumer behavior, and the customer experience in the fields of agri-food and luxury sectors.