



**POLITECNICO  
MILANO 1863**



**CRISTINA MASELLA**

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

# Cristina Masella

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

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 her attention 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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