

Luca Bonacina

Senior Research Analyst



Luca Bonacina currently holds the position of senior research analyst for IDC Retail Insights. In this position, Bonacina is responsible for leading both quantitative and qualitative research and analysis of retail-focused technology markets across the Western European region for the "IDC Retail Insights: European Omni-Channel Retail IT Strategies" research program, along with providing support for international consulting projects for both vendors and retailers.

BACKGROUND

Since joining IDC Retail Insights, Bonacina has conducted retail technology research and participated in, and led, various consulting assignments. Bonacina has developed a deep understanding of the business and technological dynamics faced by Western European companies in the retail industry. His primary focus has been on understanding end-users' business and IT priorities, adoption landscape, and investment plans for technologies that optimize and enable omni-channel technologies and services to meet consumer demand.

Prior to joining IDC Retail Insights, Bonacina worked as a research analyst for the KITEs research center (hosted by Bocconi University) and as a business analyst for an international management consulting firm.

EDUCATION/INDUSTRY ACCOMPLISHMENTS

Luca Bonacina graduated with an MSc with honor, in economics and management of international markets and new technologies with a major in innovation and technology at Bocconi University (Milan).

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IDC Retail Insights

- Over 5 years' analyst experience
- Research coverage areas: Omni-channel commerce, customer experience, strategy and technology research services, and IT Spending
- Expertise includes: Western European retail market dynamics, omni-channel research, and customer experience
- Bonacina blogs on the IDC Community <https://idc-community.com/retail>
- Request a briefing with [Luca](#)