



Fulvio Zandrini

Italian Marketing Expert



CSA CELEBRITY SPEAKERS

Fulvio Zandrini is currently communications director of the Piaggio Group in Italy. Previously he was worldwide communication director of the Italian clothing and fashion house Ferragamo working around the world in Europe, Japan, Asia, USA and South America. He was previously head of development at the Italian Media giant Interactive as well as holding various high level executive positions at Telecom Italy.

"One of Italy's most successful and renowned advertising and marketing executives"

In detail

During his career Fulvio has overseen numerous marketing and advertising campaigns. At Telecom Italy he was responsible for their advertising, press relations, public relations, promotions, sponsorships and events with an annual budget in excess of 600 million euros. He also managed the launch of the Telecom Italy Group and played a key part in making them one of the biggest mobile phone operators in Europe.

What he offers you

Having overseen a number of successful marketing campaigns in Italy, Fulvio Zandrini is ideally qualified to advise organisations on suitable marketing strategies. He uses a wealth of examples as well as innovative and creative ideas to inspire audiences to achieve prominent product placement, global brand recognition and ultimately higher sales.

How he presents

Invigorating audiences with his stylish and beautifully prepared presentations, Fulvio talks in depth about his marketing successes backed up with numerous examples from his prestigious portfolio.

Languages

He presents in English and Italian.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Topics

Advertising
Branding
Marketing
Positioning
Communication