



## Lapo Elkann

Creative Entrepreneur



### CSA Celebrity Speakers Ltd

Lapo Elkann is the grandson of Gianni Agnelli. Together with his brother and sister he is the majority shareholder of the private parent company controlling Fiat Group. In 2007, he launched his own company, Italia Independent which creates unique objects, clothing and accessories. Prior to that he was in charge of Worldwide Brand Promotion for Fiat Group. In 2001, he was Dr. Henry Kissinger's Personal Assistant.

**"To be independent means to write your own story everyday"**

#### In detail

Having previously worked for Ferrari and Maserati in the Marketing Departments, Lapo moved to Fiat Auto S.p.a. in 2003, where he was in charge of the Fiat Europe Operative Marketing. Whilst in charge of Worldwide Brand Promotion for Fiat Group, he succeeded in winning back the attention of long gone younger clients bringing them to perceive Fiat as a "buddy brand" and "love mark". He was in charge of the launch of Fiat Punto and has been involved in promoting the relaunch of the Iconic Fiat 500 Car.

#### What he offers you

Lauded in fashion for not only inheriting his grandfather's great sense of style, Lapo has proven to be a visionary and dynamic entrepreneur creating his own companies. Based on his success with Fiat winning back the attention of the younger generation and the launch of the Fiat Punto he can demonstrate true entrepreneurial spirit and the importance of innovative marketing and branding.

#### How he presents

Lapo Elkann is an enigmatic, inspiring and versatile speaker who is highly sought after by clients eager to hear first hand the fascinating secrets of his success.

#### Topics

From Manager to Entrepreneur, From Fiat to Italia Independent - My Personal History  
Branding, Creativity and Innovation  
Family Heritage versus your Personal Success Story  
Crisis Management and How to Bounce Back

#### Languages

He presents in Italian, English, French, and Portuguese.

#### 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.

#### Credentials

Sits on the board of Phillips de Pury Auctioneers  
Worldwide Ambassador and Spokesperson for the Triennale/Design Museum  
Goodwill Ambassador and Fundraiser for Tel Ashomer, Middle East biggest hospital based in Tel Aviv  
President of Milan Volley Club, Sparkling  
4 times in row elected Best Dressed Man by Vanity Fair (2004-5-6-7)  
Vogue USA has named him best dressed man in the world in June 2006