

Gian Luigi Longinotti-Buitoni

Luxury Goods & Product Expert

"He is a charismatic personality, and socially at home with any group of people"

Gian Luigi Longinotti-Buitoni is the founder, designer and CEO of LIFE Corporation which developed advanced technologies in the field of wearable electronics and sensors. Gian Luigi has led some of the world's most prestigious consumer products companies and has a remarkable ability to transform products like Ferrari into irresistible brands.

TOPICS:

- DreamMarketing
- Luxury Branding
- International Business
- Innovation and Creativity
- Global Market Strategies

LANGUAGES:

He presents in English, French, Italian and Spanish.

PUBLICATIONS:

2000 Selling Dreams: How to Make Any Product Irresistible

IN DETAIL:

Gian Luigi is the former founder and CEO of Goal.com a Media company, providing the best international football coverage on the web and mobile. He is well known for his great success at Ferrari North America, where he was CEO from 1992 to 2000. During that time Ferrari sales in North America increased by 80%. He saw Ferrari as "the ultimate factory of dreams" and after a far-ranging analysis of high-end marketing and business trends, he developed the concept of "DreamMarketing." Prior to joining Ferrari, he was an executive in his family's European company, Industrie Buitoni Perugina (makers of Buitoni brand foods and Perugina luxury chocolates). He was also CEO of Polo Europe, a division of Polo Ralph Lauren Corporation from 2000 to 2003. He was appointed for his broad base of experience in luxury goods and branded products.

WHAT HE OFFERS YOU:

Gian Luigi brings a wealth of experience and a profound understanding of business to his presentations which are characterised by a strategic vision for the future, offering audiences a roadmap for success and growth in a rapidly changing business environment.

HOW HE PRESENTS:

His presentations are informative, inspirational, and well-suited for companies seeking to empower professionals with valuable business insights and strategies.

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