



## Silvia Vianello

Director of the Innovation Lab at SPJain Global School of Management



### CSA CELEBRITY SPEAKERS

Silvia Vianello holds a Ph. D. in Economics and Organization and a Master degree in Business Administration, Specialization in Marketing. hosted for 4 years on Sky a TV Show related to new media, innovation and technology, called "Smart&APP-The Technology Show".

#### In detail

In the past Silvia was Former Marketing Director in charge of Marketing and Communication activities for 24 countries in MEAA (Middle-East, Africa, Asia, Oceania) for Maserati. Former Executive Marketing Professor at the SDA Bocconi School of Management (Milan, Italy). Visiting Professor at Rice University (Houston, Texas), University of Saint Gallen (Switzerland), ESSEC (Paris) and Founder/Managing Director of Reiventami, marketing consulting boutique. As Strategy and Marketing Advisor she worked with major companies in the automotive, food, fashion, banking and pharmaceutical industries. events, conventions, seminars and conferences focusing for example on marketing, technology, start-up, communication topics, green economy, e-commerce, luxury, fashion and e-business strategy. She has been published in leading academic and management journals, such as European Journal of Operational Research and Sloan Management Review. Furthermore, her research and ideas have been reported in the commercial press, such as The Wall Street Journal, Sole24h, Espresso, Economy, La Repubblica, Corriere della Sera. She has recently published the book "GreenWebEconomics".

#### Languages

She presents in Italian and English.

#### Want to know more?

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

#### How to book her?

Simply phone or e-mail us.