



Silvia Vianello

Director of the Innovation Lab at SPJain

"A world-renowned expert in marketing, technology and future vision"

Silvia Vianello is the award-winner of the Top Middle East Woman Leader at the Asian Leadership Awards, was featured in 2018 in the prestigious Top 100 Forbes Italian Women list and won the award as Pioneering Woman Leader Award at the World Woman Leadership Congress.

TOPICS:

- o Artificial Intelligence
- o Digital Transformation
- o E-Commerce
- o Blockchain
- o Drones
- o Machine Learning
- o Emotional Intelligence
- o Green Marketing

LANGUAGES:

She presents in English and Italian.

PUBLICATIONS:

- 2020** The Proven Secret of an Outstanding LinkedIn Profile: How to Speed Up Your Social Media with AI
- 2016** Startup Digitali & PMI Innovative
- 2010** Online Consumer Behavior in Social Media
- 2019** Start-Up your Lieve with these 350 Free Tools!

IN DETAIL:

Silvia is currently Professor and Director of Innovation at SPJain Business School, Top 4 business school in the world according to the Wall Street Journal. She has written for or been covered by Sloan Management Review, Forbes, India Today, The Wall Street Journal, The Economist, Millionaire, VanityFair, Elle, and many others. She is the Former Managing Director of a consulting company that served Fortune 500 companies as a leading provider of marketing disruptive idea using technology for double-digit growth. From being an entrepreneur, to a start-up TV host and author, Silvia graduated with a PhD in Economics and Organisation and a Master's degree in Business Administration from University of Venice, specialising in marketing.

WHAT SHE OFFERS YOU:

With a vision to change the way businesses think, act, and operate, Silvia works with leaders and organisations in nearly every industry to help transform company culture and create a better working world. Decision makers from all industries will benefit from her valuable experience into marketing and the future trends.

HOW SHE PRESENTS:

Silvia's ability to bridge the world of technology and the humanities makes it easy for her to translate complex subjects so that they can be clearly understood by audiences around the world.