

GIUSEPPE STIGLIANO

3X CEO | Marketing Professor | Executive Advisor | Keynote Speaker | Business Author
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SUMMARY A recognized thought leader and sought-after advisor and keynote speaker on Marketing, Management, Leadership, Business Transformation, and Corporate Innovation.

Giuseppe is an entrepreneur and manager with over two decades of international experience. He has served three times as CEO at international marketing agencies, including leading a WPP EMEA team dedicated to FCA, J. Walter Thompson, and Spring Studios, partnering with more than 300 companies globally.

With a Ph.D. in Marketing and Economics, Giuseppe has co-authored three business books with Philip Kotler: 'Retail 4.0', 'Onlife Fashion', and the most recent 'Redefining Retail'. His books have been translated into twelve languages, reaching a total readership of over 120,000 people worldwide.

As a keynote speaker, he has been invited to give talks in more than 30 countries to both B2B and B2C audiences across various industries.

As an advisor and board member, he draws on boardroom experience and field research across markets to help companies transform marketing from an organizational silo into a catalyst for business growth, cultural relevance, and adaptive innovation.

A member of the Advisory Council of HBR, a Columnist at Forbes and a LinkedIn Top Voice, Giuseppe was recognised by Thinkers50 in 2024 as one of the most inspiring global leaders whose ideas are set to make a significant impact on management thinking.

Giuseppe is also an active angel investor and an Adjunct Professor of Marketing at prestigious international universities and business schools. His TEDx talk, 'How To Become a Marketing Superhero,' has garnered over 1 million views worldwide.

EXPERIENCE	Global CEO & President Spring Studios	2021 ...
	Leading 400+ people distributed in 5 offices (London, New York, Los Angeles, Milan, Paris) Budget: € 100+ M	
	Main responsibilities:	
	# Creating, communicating, and implementing the organization's vision, mission, and overall direction.	
	# Provide direction and guidance to the MDs of all offices in their assigned job duties.	
	# Identify, qualify, and pursue new revenue streams and M&A opportunities.	
	Chief Executive Officer Wunderman Thompson WPP	2018 2021
	Leading 200+ people distributed in 2 offices (Milan and Rome) Budget: € 20+ M	
	Main responsibilities:	
	# Craft the strategic vision and formulate a strategic plan.	
	# Lead the board of directors in planning, coordinating and managing all business operations ensuring profitability.	
	# Identify, qualify and pursue new business opportunities	
	# Determine staffing requirements and ensure that office positions are filled promptly.	
	# Provide direction and guidance to employees in their assigned job duties.	
	General Manager TeamFCA EMEA WPP	2018 2019
	Leading 185 people distributed in 6 regional hubs (Germany, Italy, Middle East, Spain, UK) Budget: € 15/20 M	
	Main responsibilities:	
	# Craft the strategic vision and formulate a strategic plan.	
	# Identify, qualify and pursue new business opportunities across the region.	
	# Generate business, cost and employee reports to WPP CEO.	
	# Determine staffing requirements and ensure that office positions are filled promptly..	
	Executive Director Europe AKQA WPP	2015 2018
	Coordinating 6 teams in 6 studios (Amsterdam, Berlin, Copenhagen, Milan, Paris, Venice) Budget: € 10-15 M	
	Main responsibilities:	
	# Ensure that the standard of work is sustained at a world-class level, delivering clear results for our clients.	
	# Drive strategic business engagement, providing thought leadership to create value and opportunities for our clients.	
	# Help manage the broader agency alongside European MDs – having a voice in the agency's cultural health, financial affairs, resourcing and hiring needs.	
	# Secure new business opportunities, in line with the agency's creative, cultural and business goals.	
	# Plan, prioritise and manage the workload across multiple projects and teams	
	Director of Milan Office & Head of Retail Practice AKQA WPP	2012 2015
	Business Practice Lead, Start-up of the BU, General Management Budget € 5-10 M	
	Main responsibilities:	
	# Identify, qualify and pursue new business opportunities.	
	# Determine staffing requirements and ensure that office positions are filled promptly.	
	# Provide state-of-the-art consultancy on Retail Operations to global clients across different geographies.	
	# Foster business opportunities, while keeping people at the core of all strategies.	
	# Work closely with cross-functional counterparts to ensure consistency across projects.	
	Adjunct Professor Retail Marketing Innovation and Business Innovation	2014 ...
	Università Cattolica del Sacro Cuore, Università IULM and Politecnico di Milano	
	Topics covered during my courses:	
	# Retail Marketing Innovation.	
	# Shopper Marketing and In-Store Customer Experience.	
	# Corporate Innovation Strategy.	
	# Product and Service Experience Design.	
	# Business Modeling and Business Planning.	
	# Lean StartUp Process.	
	Funding Partner and GM Mai Tai (Independent Brand Activation Agency	2005 2012
	Co-leading up to 30 people Budget: € 2 - 3 M	
	# Craft the strategic vision and formulate a strategic plan.	
	# Identify, qualify and pursue new business opportunities.	
	# Determine staffing requirements and ensure that office positions are filled promptly.	
	# Provide direction and guidance to employees in their assigned job duties.	

SKILLS

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|---|------------------------------------|
| # General Management | # Entrepreneurial Attitude |
| # Business Development Strategy | # Team Orientation |
| # Business Model Innovation | # Negotiation |
| # Retail Marketing Innovation | # Action-Oriented Mindset |
| # Product and Service Experience Design | # Influence and Inspiration |
| # Design Thinking | # Lateral Thinking |
| # Lean Start Up Process | # Public Speaking and Presentation |

EDUCATION

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|---|-------------|
| University of Maryland College Park Maryland USA | 2007 2010 |
| Doctor of Philosophy (Ph.D.) Marketing and Economics | |
| Activities: Sociology of Consumption; Consumer Behavior; Business Model Innovation; Service Design. | |
| International University of Languages and Media – IULM Milan Italy | 2003 2005 |
| Master's Degree Marketing and Communication | |
| Activities: Brand Management, Retail Marketing, Advertising, Public Relations, Consumer Research. | |
| Université Charles de Gaulle Lille III Lille France | 2002 2003 |
| Erasmus Program Student exchange program | |
| International University of Languages and Media – IULM Milan Italy | 2000 2003 |
| Bachelor's Degree Marketing and Communication | |

LANGUAGES

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|---------|--|-------------------------------|
| Italian | | Native |
| English | | Full Professional Proficiency |
| French | | Fluent |
| Spanish | | Fluent |

PUBLICATIONS

Redefining Retail

Wiley, New York, 2025

Authors: Philip Kotler, Giuseppe Stigliano

Onlife Fashion

LID Editorial, London, 2022

Authors: Philip Kotler, Giuseppe Stigliano, Riccardo Pozzoli

Foreword: Luciano Floridi

Retail 4.0 | 10 Regole per l'Era Digitale

Mondadori Electa, Milan, 2018

Authors: Philip Kotler, Giuseppe Stigliano

“From Business to classroom and back: leveraging open innovation to foster entrepreneurial digital transformation skills and practice”

4th International Symposium on Applied Innovation – IMAT 2017, Valencia (Spain)

Authors: Angelo Miglietta, Giuseppe Stigliano, Emanuele Parisi, Anna Nelayeva.

L'era digitale e i Social.

in Pubblicità: Teorie e Tecniche, Ferraresi (a cura di) Carocci, Roma, 2017

Author: Giuseppe Stigliano

Gli Stili Creativi

in Pubblicità: Teorie e Tecniche, Ferraresi (a cura di) Carocci, Roma, 2017

Authors: Giovanni Pelloso, Giuseppe Stigliano

“Il Supermarket senza limiti”.

Il Sole 24 Ore – Nova, Milano, March 2015

Authors: Matteo Sarzana, Giuseppe Stigliano

“Le novità indossabili del SXSW”.

WIRED, Milano, March 2015

Authors: Matteo Sarzana, Giuseppe Stigliano

“Dalla Produzione di Massa, alla Massa di Produttori: il Crowdsourcing”.

Cgia Rivista, Bergamo, April 2011

Author: Giuseppe Stigliano

“The Mcdonaldization of Tourism. An inquiry into the tendency of young people to choose ‘rationalised’ vacation environments”.

European Sociological Association (ESA) 2009

Authors: Mauro Ferraresi, Giuseppe Stigliano

“An inquiry into the propensity to accept car-sharing as a (partial) answer to urban environmental pollution”.

Beijing International Conference on Environmental Sociology 2007

Authors: Mauro Ferraresi, Giovanni Pelloso, Giuseppe Stigliano

L'uso del testimonial: un'arma a doppio taglio; La pubblicità sociale.

in Manuale di Teorie e Tecniche della Pubblicità, Ferraresi, Mortara, Sylvan (a cura di), Carocci, Roma 2007

Author: Giuseppe Stigliano