



**What is the best thing that I love about my work?**

I'm an Adjunct Professor in an Italian University. I consider this work as a vocation because it implicates a great sense of responsibility. I appreciate talking to my students about brand communication themes. But I'm also a senior consultant and trainer, so I love joining theory to practice.

**What is my idea of perfect happiness?**

Being a mom has completely changed my previous idea of happiness. Seeing my daughter happy makes me happy

**What is my greatest fear?**

In general, to lose the control of my mind. In everyday life, my greatest fear is loosing the Human Contact both in professional and personal relationships.

**What is the trait that I most deplore in myself?**

I'm (too much) patient

**Which living persons in my profession do I most admire?**

Those people who are not afraid of leaving their "comfort zone".

**What is my greatest extravagance?**

It might be absurd: I'm a shy person that loves being on the stage. Why? Because I like involving and engaging other people in professional and personal contests rather than being the unique protagonist of the scene.

**On what occasion would I lie?**

In general, I prefer not to lie: being a transparent person makes me feel proud of myself

**What is the thing that I dislike the most in my work?**

Working with people with lack of passion

**When and where was I the happiest, in my work?**

I'm always open to experimentation. I love doing news things for the first time. I'm the happiest when I dedicate time and a lot of passion in creating an event, like "Slow Brand Festival". It doesn't matter where, important is being surrounded by the right people.

**If I could, what would I change about myself?**

Have you seen my selfie? My nose is too big for my tiny face 😊

**What is my greatest achievement in work?**

I have two greatest achievement in my work: on one hand, writing brand communication books (I've never thought of writing again and again after my first book in 2005). On the other hand, I feel like an entrepreneur since I created in 2001 [www.Brandforum.it](http://www.Brandforum.it), the first Italian site on branding.

**Where would I most like to live?**

I love my country. I love travelling even if I think I could never leave Italy.

**What is my most treasured possession?** The big love I have for my daughter.

**What is my most marked characteristic?** I'm a good listener and I'm also able to transfer my passion to others

**What is my most inspirational location, in my city?** Zona Navigli, a cozy location in Milan

**What is my favourite place to eat and drink, in my city?** I love those hibrid places where people can eat, drink while reading a book or listening to music. I love when you can do all these things together and working at the same time

**What books influenced my life and how?** Siddharta by Herman Hesse really touched me during my teen years. At that time I could never imagine I would graduate in Philosophy!

**Who are my favorite writers?** Daniel Pennac has always been one of my favourite authors. Generally speaking I appreciate reading books that give me a reason to reflect

**You Only Die Once. What music would I listen on my last day?**

Well, I've never thought about such unusual question. I think I would choose a compilation with songs belonging to particular times in my life: from Bach to Piazzolla, going through Ray Charles, Gershwin, Jovanotti and Lucio Dalla.

**Who is my hero or heroine in fiction?** Have you seen the Pixar movie "The Incredibles"? Well, my heroine is the mother (Helena Parr/Elastigirl): she embodies the perfect mix of sweetness and strenght

**Who are my heroes and heroines in real life?** All my friends that have struggled with strength and courage during the difficult situations in their lives

**Which movie would i recommend to see once in a lifetime?** The movie "Gandhi" (1982, performed by Ben Kingsley) really moved me

**What role plays art in my life and work?** When I was a child I wanted to become a comic illustrator, then a fashion designer. Creating has always fascinated me. It became a feature of my personality that turned out in trying to always observe the world with an open mind, both professionally and personally.

**Who is my greatest fan, sponsor, partner in crime?** In terms of complicity, my daughter Elisa. Undoubtly !!

**Whom would I like to work with in 2017?** Every creative people that will come this year is welcome to my life, neither a specific person, just the ones with a lot of good energy.

**Which people in my profession would I love to meet in 2017?**

Slow Boss

**What project, in 2017, am I looking forward to work on?** Every new project is welcome!

**Where can you see me or my work in 2017?** Slow Brand Festival, 14th June in Milan

**What do the words "Passion Never Retires" mean to me?** In a complex contest like the one we are facing today, passion for your work and your life is an essential ingredient.

**Which creative heroines should Peter invite to tell their story?** Isabella Appolloni, <https://www.facebook.com/isabella.appolloni?ref=ts>

**How can you contact me?**

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[You can find my book on Slow Brand by clicking this link here](#)



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