HiCue speakers
Higher Content & Inspiration



GIUSEPPE STIGLIANO

Marketing and Retail leading expert. A unique blend of CEO and PhD, with over two decades as a global executive and top business school professor

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- Global Executive Leader With 25 years of experience, including 10 years as CEO at international agencies, he has led transformative business strategies for 300+ companies globally
- Thought Leader and Author Co-author of three best-selling books with Philip Kotler, translated into 10 languages, reaching 100,000+ readers worldwide. Recognized by Thinkers50 as a top global leader in 2024, Giuseppe is also a columnist at Forbes and a member of the HBR Advisory Council
- World-Class Speaker Delivered keynotes, masterclasses, and workshops in 30+ countries, with his TEDx talk on marketing excellence garnering 1 million+ views
- Strategic Advisor Trusted by top executives to craft actionable strategies that exceed customer expectations and drive ROI

Giuseppe Stigliano is an esteemed entrepreneur, advisor, and CEO with 25 years of experience in international marketing and communications. His career spans leadership roles at leading global agencies, including J. Walter Thompson and Spring Studios, where he partnered with over 300 companies worldwide to enhance their marketing and communications strategies.

With a Ph.D. in Marketing and Economics, Giuseppe has co-authored three best-selling business books with Philip Kotler—'Retail 4.0', 'Onlife Fashion', and 'Redefining Retail'—which have been translated into ten languages and reached a global readership of over 100,000. As a sought-after speaker, he has delivered keynotes in more than 30 countries, engaging audiences across B2B and B2C sectors.

Giuseppe is a member of the Advisory Council of Harvard Business Review, a columnist at Forbes, and a LinkedIn Top Voice. Recognized by Thinkers50 in 2024 as one of the most inspiring global leaders, his insights have shaped management thinking on marketing and digital transformation. He also serves as an adjunct professor at top universities, mentors leaders as an angel investor, and his TEDx talk, "How to Become a Marketing Superhero," has garnered over a million views worldwide.

TEMAS

Giuseppe tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- The Future of Commerce
- Leading in a Post-Digital World
- Artificial Intelligence
- Business Strategy
- The Future of Retail and Digital Transformation
- Marketing and Innovation in a Changing World
- Leadership in the Digital Economy

- Consultative Selling

PROGRAMAS

Redefining Retail: The Digital Transformation of Commerce

Giuseppe shares insights on the future of retail, drawing from his book 'Redefining Retail' co-authored with Philip Kotler, and explores strategies for adapting to a digital-first world.

The retail landscape is undergoing a transformative shift, driven by technological advancements and evolving consumer expectations. As we move into this new era, companies must develop a more sophisticated approach to integrating these innovations, focusing not just on the technology itself, but on creating meaningful and seamless customer experiences. This transformation is redefining traditional operating models and business strategies.

Key Components:

- Explore the shift from the urgency to digitize to understanding the specific digital transformations that individual companies can absorb and implement effectively.
- Analyze the evolving concept of the customer journey that now spans physical, digital, and virtual realms and understand how to create seamless and integrated experiences across these three dimensions.
- Delve into the importance of optichannel, a strategy that optimally combines multiple sales and communication channels to meet customer needs in a fragmented world.

The Business Implications of AI

Artificial Intelligence (AI) is revolutionising the business landscape, driving efficiency, innovation, and the creation of new business models. In this new phase, companies must navigate the complexities of AI integration to remain competitive and relevant. This masterclass will explore the profound business implications of AI, from operational enhancements to strategic transformations, as well as its impact on marketing, sales, and brand loyalty. Participants will gain insights into how businesses can harness AI’s potential to thrive in the modern market.

Key Components:

- Examine how AI is reshaping business processes, from automating routine tasks to enhancing decision-making capabilities.
- Discuss the strategic shifts required for effective AI integration across various business functions.
- Explore the role of AI in personalizing customer interactions and improving service delivery.
- Delve into the ethical considerations and governance frameworks necessary for responsible AI deployment.
- Learn how to leverage AI to gain a competitive edge in a rapidly evolving market landscape.

How to Become a Marketing Superhero

Based on his popular TEDx talk, this keynote provides practical strategies for thriving in the fast-evolving marketing landscape, empowering attendees to maximize their impact.

Leading with Purpose in a Digital Age

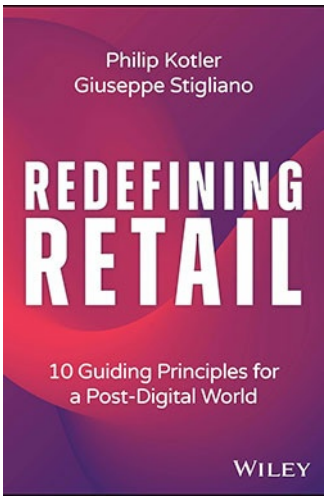
Giuseppe discusses the essential skills for leaders in a digital economy, focusing on how to drive transformation, inspire teams, and exceed customer expectations.

PUBLICACIONES

Libros



RETAIL DISRUPTIVO



REDEFINING RETAIL



RETAIL 4.0



ONLIFE FASHION

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- **Fee Range:** Please Inquire