

*The JCU Institute for Entrepreneurship presents:*

# Gianfranco Chicco



**Marketer, Experience Designer,  
Storyteller & Event Manager in  
International environments  
(Americas, EU, Asia)**

Mr. Chicco is a marketer and digital strategist who focuses on creating people-centered experiences to **tie together the physical and the digital worlds**. He's passionate about **innovative technology** and design applied to brands, products and services and how they can provide value to users. A professional nomad, his work and personal interests keep him traveling around the globe.

Gianfranco is the *Chief Dreamer Officer* at **Taiken Lab**, consulting to several international organizations. Some of his current projects include the **MLOVE ConFestival** in Germany and Japan and the **Social Media Week 2013** in Milan. Before that he was the *Marketing Director* at **the World Business Forum** (Italy/Europe), *Chief Operating Officer* at **Red Innova**(Spain/Latam), *Marketing Manager* of the innovative **PICNIC Festival** (The Netherlands) and *Conference Director* of **Frontiers of Interaction** (Italy) and *Chief Laughter Officer* at the **TEDxSilkRoad** (Turkey) among others. His events have featured well-known speakers like **President Bill Clinton**, Michael Porter, Philip Kotler, Kevin Roberts, Lawrence Lessig, Cory Doctorow, Malcolm Gladwell, Rudy Giuliani, Jack Welch and many others from companies like **Facebook, Google**, frog, Evernote, IDEO, AKQA, Fjord and Massive Health.

More on him can be found here: <http://www.gchicco.com>

**Tuesday, March 3<sup>rd</sup>**

**11:30 - 12:45**

**Guest Speaker BUS 345**

**Room: T.2.2.**

**Seats are limited.**

**RSVP: [www.eventbrite.com](http://www.eventbrite.com)**