

The JCU Institute for Entrepreneurship presents:

Luca Devigili

Brand Manager and Data Analyst, BANFI SRL



Luca is the Brand Manager and Data Analyst at Banfi Srl, a family-owned vineyard estate and winery, leader in the sector of Italian winemaking. Luca is in charge of the sparkling and Piedmontese wine portfolio, as well as of the Champagne brand Joseph Perrier. He is also responsible for the analysis of marketing, sales performances and economics of Banfi's global portfolio. He obtained his Bachelor from the University of Siena and attended University La Sapienza in Rome for a Masters in Management and a PhD in Marketing. He later became a teaching assistant at the University of Siena for Marketing and Management. Luca has also worked as Marketing Manager and Key Account Manager at the historic Italian publishing house Baldini Castoldi Dalai Editore.

Monday, March 16th

MKT 304 10:00 -11:15 (T.G.4)

MKT 330 11:30 -12:45 (T.G.4)

Seats are limited.

RSVP: www.eventbrite.com