

Valentina Salice

FELLOW

Brand & Communication

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Biography

Valentina Salice is a Brand and Communication Fellow at SDA Bocconi School of Management.

Her teaching activities in Master and Executive programs concern communication, advertising and branding topics. She is an executive profile developed within the Advertising and Communication arena, nurtured with leading companies in international and multicultural context.

Her experience has matured in international advertising companies such as VMLY&R and Wunderman Thompson, where she has coordinated integrated communication activities both at Regional and HQ level on top national and global clients. She then moved to Accenture Interactive where she has been responsible for the launch of the communication hub. She completed her communication profile working as Head of Business Development @OMD, being in charge of business development and new business acquisition with P&L responsibility. She is now Partner @Caffeina, the largest Italian independent digital native agency.

She earned a MSc in Marketing Management from Bocconi University and a MSc in Strategic Market Creation from Copenhagen Business School.

Teaching domains

Content Management

Corporate Communication

Omnichannel Communication

Storytelling

Strategic Brand Management
