

Walter Susini

PROFESSOR OF PRACTICE

Marketing Management

WALTER.SUSINI@SDABOCCONI.IT

Biography

Walter Susini is Professor of Practice of Marketing at SDA Bocconi School of Management.

He is Senior Advisor in the Growth, Marketing & Sales Practice at McKinsey and work as an independent consultant for big multinational companies like Pfizer and Coca-Cola. He is also a speaker in big marketing and advertising events around the world

He has a quite unique profile in the marketing industry with over twenty-six years working on all the different disciplines of marketing: from advertising, design and brand management to entrepreneurship and marketing consultancy focusing mainly on consumer goods, digital, start-ups and ESG practices. Walter lived and worked in Europe, USA, Latin America, middle East and Africa. Before joining McKinsey, he was the former Chief marketing officer for EMEA at The Coca-Cola Company. Under his 6 years tenure in the role he completely refocused the marketing agenda to drive double digit growth in the region. In the last 2 years after being part of the team that re-designed the company reorganization after covid, he set up, as the marketing head for Europe, a completely new marketing organization leading a team of 400 marketers in 42 countries.

Walter has an extensive strategy and marketing background. He started in strategic planning with J. Walter Thompson in different markets around the world. Later, he joined Coca-Cola Latin America, where he was instrumental in building few iconic global positioning and platforms: from the global “Coke Side of Life” to the global Fanta relaunch. Following his time at The Coca-Cola Company, Walter has been an entrepreneur, founding Alexandria his own branding & innovation company with three offices in latin America (Messico, Brasil and Argentina); after selling his company, he joined Unilever in the London headquarter, as Global VP of marketing in charge of the global creative strategy, content & design; back to Brasil for family reasons, before rejoining The coca-Cola company in 2017 in Atlanta, he was President of two agencies owned by the Dentsu Aegis Network Group: McGarryBowen a full-service advertising agency, and LOV, a full digital agency with core expertise in digital consultancy and social media marketing.

Walter is Italian, with a Brazilian passport and a Brazilian family. He has been living out of Italy for the last 22 years. He is happily married with Adriana and has two young daughters, Anita and Maria. They live in London since 2018 and he still hope, one day, he will be able to bring the family to live in Milano, mainly because Anita and Maria need to improve their Italian language skills and food taste. Walter is passionate about creativity and branding, people development, growth strategy, business and marketing transformation and data analytics.
