



## **ALBERTO LIDJI**

**Profile**

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Alberto Lidji is focused on philanthropy, sustainability and social entrepreneurship. He is a Contributor at the *Economist Intelligence Unit (EIU Perspectives)* and leads the advisory firm Maximum Philanthropic Benefit.

While he was Global CEO of the Novak Djokovic Foundation, he led initiatives with the World Bank and UNICEF, and set up the Djokovic Science and Innovation Fellowship at Harvard University. Alberto has been quoted in the Financial Times and the BBC, and in 2017 was invited to ring the NASDAQ Opening Bell.

He is the producer of the *Do One Better!* podcast, where he hosts changemakers such as the Chairman of the EY Foundation, the CEO of ActionAid UK and the CEO of the LEGO Foundation – inspiring a global audience to be more philanthropic and to embrace sustainability and social entrepreneurship.

Previously, Alberto was Director of Development at the Duke of Edinburgh's International Award Foundation, where he led income generation for an organisation with a presence in 144 countries.

Alberto started his career in the private sector, focusing on capital introduction, and got into philanthropy as more clients enquired about impact investing.

He is originally from Argentina and has lived in the USA, Canada, Switzerland, Luxembourg and the UK. Alberto holds degrees from the University of Cambridge and the London School of Economics, where he completed a Masters in Management. He lives in London with his wife and two wonderful daughters.

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