

GIUSEPPE STIGLIANO

Keynote Speaker | Executive Advisor | Co-author with Philip Kotler | 3X CEO | Professor

Decoding Disruption for Business Leaders

**The academic rigor of a PhD.
The hands-on experience of a 3X CEO.**

25

YEARS IN BUSINESS

3

CEO TENURES

250+

COMPANIES ADVISED

300+

KEYNOTE STAGES

4

BOOKS WITH KOTLER

1M+

TEDX VIEWS

SPEAKING TOPIC

Decoding Disruption

*How to Redesign Competitive Advantage
When Nothing Stays Still*

Most keynotes tell you the world is changing. This one tells you what to do about it.

Drawing on advisory work with 250+ companies, three CEO tenures, and four books, Giuseppe helps leaders diagnose what disruption means for their business, what it can sustain, and where to act first. Applied to business strategy, AI-driven change, and customer-centric innovation.

I've spent 25 years exploring what makes a business relevant in times of constant disruption. That question has shaped everything I do. It led me to **co-author four books with Philip Kotler**, translated into 12 languages and read by over 120,000 people worldwide. It brought me to more than **300 keynote stages in over 35 countries** and a **TEDx talk with over 1 million views**.

In 2024, **Thinkers50** recognized me as one of the global leaders whose ideas are set to make a significant impact on management thinking. My journey includes **three CEO tenures** at international marketing firms and advisory work with **more than 250 companies across industries, markets, and stages of transformation**.

Today I work at the intersection of **business strategy, strategic marketing, and AI-driven business transformation**: advising leadership teams, serving on boards, speaking to global audiences, and teaching at international business schools.

FEATURED IN

WIRED

Harvard
Business
Review

50

Forbes

FORTUNE

CNBC

BUSINESS
INSIDER

TEDx

SPEAKER REEL



*Disruption is not a verdict.
It is a set of options.
Our job is to identify the ones
your balance sheet, your team,
and your customers can support.*



THE UNIQUE BLEND

THE ACADEMIC

PhD in Marketing and Economics.
Adjunct Professor at international business schools. Recognized by Thinkers50 in 2024. Member of the Advisory Council of HBR.

THE CEO

Three CEO tenures at international marketing firms, including J. Walter Thompson and Spring Studios. Advisory work with 250+ companies across industries and markets.

THE KOTLER PARTNERSHIP

Four books with Philip Kotler, the fourth due January 2027. The first three have been translated into 12 languages and read by over 120,000 people worldwide.

TRUSTED BY





What Industry Leaders Say

“ Dr. Stigliano is one of the most up-to-date professionals I know, blending deep knowledge with captivating oratory skills. When he speaks, you can't help but listen—phones are put aside, and everyone remains focused until his talk ends.

LEVI STRAUSS & CO. | Lucia Marcuzzo, MD Europe

“ Giuseppe's insights on marketing, leadership, and business transformation are not only profound but also actionable, adding clear value to our strategic discussions. He captivated the audience with his engaging style and thought-provoking perspectives, making even complex ideas accessible. I highly recommend Giuseppe to any organization seeking a dynamic keynote speaker.

UNILEVER PRESTIGE | Vasiliki Petrou, Group CEO

“ Giuseppe demonstrated remarkable expertise and added significant value to the event. His insightful perspectives and engaging presentation style not only inspired the audience but also provided original views that fostered constructive debates. I highly recommend Giuseppe to any company looking for an inspiring keynote speaker.

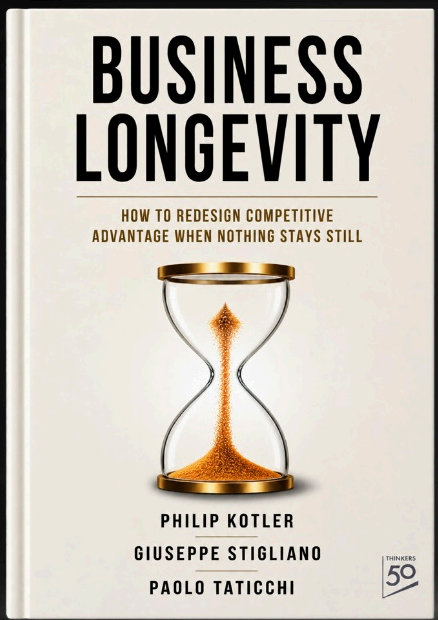
THE COCA-COLA COMPANY | Nikos Koumettis, President of Europe

“ Giuseppe was an outstanding keynote speaker at the World Retail Congress in Paris. His presentation was not only inspiring but also galvanized the entire audience. Giuseppe's deep insights and engaging delivery resonated profoundly, earning him top rankings among the speakers. His thought-provoking ideas were frequently referenced by other speakers throughout the event.

WORLD RETAIL CONGRESS | Ian McGarrigle, Chairman

“ In an ever-evolving business landscape, brands across all industries must constantly look at new ways of doing business to remain relevant and successful. Giuseppe equips the audience with invaluable guidance and a practical playbook to successfully navigate the complexities of today's world.

THE ESTÉE LAUDER COMPANIES | Stéphane de La Faverie, President & CEO



COMING JANUARY 2027

— THE NEXT BOOK

BUSINESS LONGEVITY

How to Redesign Competitive Advantage When Nothing Stays Still

Philip Kotler · Giuseppe Stigliano · Paolo Taticchi

ALSO BY KOTLER AND STIGLIANO

Retail 4.0 · Onlife Fashion · Redefining Retail

SEE GIUSEPPE IN ACTION!



How to invest in technology

0:43



Marketing is about value creation

0:42



“

*Giuseppe is undoubtedly one of the world's leading voices in helping business leaders **decode disruption**.*

Philip Kotler

*Distinguished Professor of International Marketing
Kellogg School of Management, Northwestern University*



GET IN TOUCH →

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