



Riccardo Lorenzini

He has been carrying out professional activity in the advertising and communication sector for almost forty years. From 1979 to 1994, he worked for Saatchi & Saatchi, holding the position of CEO from 1992 to 1994. He was CEO of Lowe Pirella Goettsche from 1994 to 1997 and, in the same years, member of the European Board of Directors of the Lowe Group. Co-founder and CEO of the D'Adda agency, Lorenzini, Vigorelli in 1997, he finished his office in 2008. From 2005 to 2008 he was also a member of the Worldwide Board of Directors of BBDO Worldwide, one of the largest advertising agency networks in the world, part of Omnicom Group. He is one of the founding members of Alkemy of which he was the Chairman of from 2012 to 2018.