

Fabio Ercolani - Head of Marketing BTB, Strategy and Operations - Italy @ Google

With 15+ years of experience across Media, Consulting, Marketing and Digital, I am currently leading Business Marketing and Marketing Strategy & Operations for Google Italy.

So far, I've had the opportunity to experience both a business start-up environment as well as to work in established global companies, managing large budgets and divisions.

I managed regional and local business units, developing extensive experience in strategy, innovation, btb marketing (both enterprise and small), business development and market insights. I led digital transformation projects, product marketing teams and a number of marketing campaigns across diverse global regions and markets.

I am currently mentoring a few startups and NGOs. I am a proud owner of a local small business.

I am highly passionate about Media, Tech and their influence on businesses and people. I love working in innovative, international and open environments. Today I am leading a talented cross functional team and I am always looking for opportunities to accelerate my learning curve.