

Vincenzo Riili - CMO Marketing Directo in Google Italia

Business executive with extensive international expertise gained in FMCG, tech and media.

15+ years of experience in managing global brands and businesses across many markets in EMEA, USA, Latam and Asia while building critical skills in strategy, innovation, communication, portfolio management, launches of new brands and business digital transformation.

Currently CMO for Google Italy, I am in charge of leading the complex marketing value chain for Google in Italy both on consumer products and business solutions, driving brand equity, products adoption and business revenues whilst being an advocate of the digital transformation of Italian businesses and society.