

## Elisa Marinoni - Measurement & Attribution specialist Google

Professionally born in the digital field, with a focus on affiliate marketing and finance industry. I joined Google 10+ years ago as a client account manager, focusing on performance marketing and digital solutions.

After 3 years, I moved to a consultant role offering insights on data, both internally and externally, supporting multiple industries (Finance, Telco, FMCG and Healthcare).

In the last 3 years, I specialized in measurement solutions and I currently lead measurement projects, consulting on the impact of marketing strategies, with a particular focus on analytics, attribution, incrementality and privacy topics.

I am part of Women@ Italy, leading a project to encourage young students on STEM careers.

I am also passionate about hiking and adventurous travels.