

Ludovica Federighi

Head of FUSE/Head of Content and Entertainment @ OmnicomMedia Group.
Branded Entertainment Specialist, Content producer, Tv series addicted, madly in love with storytelling. I worked for some of the most important tv, entertainment and media companies in Italy, and I survived. Juror @ Eurobest, Effie awards, ADCI awards. Awards winner.

I believe Brands can, and should, be important players in spreading art, culture and environment sustainability.