



Curriculum Vitae - Raimondo Boggia

Today

Raimondo Boggia, founder and CEO of Boggia e Partners, is married with two sons.

Professional journalist since 1978, he is and has been entrepreneur in the field of strategic consulting (1983-91 and 1994- to date) and manager (1991-94).

He is **member of Global Business Network of San Francisco** since 1993, active in international workshops and networked projects with member companies and individuals.

He is the founder of **Dolcevita.com –The Insider’s Guide to Italy**, a website dedicated to Italian excellence in design, cuisine, travel and lifestyle.

Studies and Career

He studied in Jesuit schools in Milano and later at Morosini Military and Naval School in Venice.

At 23, he earns a degree in Political Science (major in **social psychology**) at the University of Milan, and continues for two years to work at the Department of Sociology, studying interactions between social groups and Institutions.

At the age of 25 Raimondo turns to professional journalism and works 5 years for two national Italian newspapers - *Secolo XIX* and *Corriere della Sera*- contributing also to several newsmagazines, -*Panorama, Il Mondo, L’Europeo*- and then-pioneering news programs of private owned TV stations.

From 1984 to 1991 he is partner and CEO of GPF & Associati, a leading market research company, consulting large international industrial groups such as Fiat, Nestlé and Procter & Gamble, on consumer behavior, communication and social change.

As CEO of GPF & Associati, in 1985 he co-founded with Liz Nelson (Taylor & Nelson UK, today TNS Sofres), Alain de Vulpian (Cofremca) and other nine international partners, **RISC (Research Institute on Social Change)** based in Nyon, Switzerland.

With RISC, and in association with Henry Giscard d’Estaing, Raimondo Boggia co-developed IF&DM (International Food & Drink Monitor) - the first global consumer research on food trends and habits,- and ACE (Anticipating Change in Europe) - the first sociocultural segmentation of European consumer. These two multi-client services have been used as tool for consulting with European and American Public Institutions and Private Companies.

From 1991 to 1994 he is called in Torino as **Director of Corporate Communication for Fiat Group and President of Fiat Media Center**, reporting directly to the CEO of the Group.



In 1994 **Boggia founds and guides Alchera Group**, think tank and communication agency, specialized in design and implementation of communication strategies and public affairs management for large corporations and organizations. Since 1996 Alchera Group became **one of the leading web-communication agencies** in the Italian market.

In October 2004 the founders sold the company to Innotech Spa.

As **consultant of the Italian Minister of Technology and Innovation** he coordinated the communication strategy of the Minister and implemented two worldwide events: Palermo, 2002: *E-Government for Development*; and Cernobbio 2003: *European Conference on E-Government*. In 2005 he designed several communications projects informing the public of the advantages brought by e-government. He also designed for the Ministry of Treasury the strategy of online communication in Italy for the introduction of the Euro.

Among all the consultancies in the private sector, stands out the **longstanding collaboration with CEO and the Executive Committee of Bulgari SpA** in the very positioning of the Brand, the definition of new products, market research, and communication strategies.

He has taught Theory and Techniques of Communication in various Italian Universities.

Proprietary process methodology

He designs in 1995 the **BeamS (Brand equity assessment and management System)**, proprietary method to help companies in analyzing and defining the equity, values and opportunities of brands in the marketplace. The process improves the **alignment of Management in using all the leverages of the marketing mix to enhance brand equity**. Now proposed by his company Boggia e Partners, it has generated shared insights and actionable results for several top luxury, service and consumer brands.

Network Activities

Member --expert in Brand Equity assessment, social change and consumer behavior-- of several GBN workshops for the definition of long-term scenarios for organizations, such as:

- Motorola, *China and Hong Kong, Which Way to Integration*
- Ford, *The Future of Individual Mobility*
- Heinz, *Evolution of Agriculture and Food Needs*
- Scottish Enterprises, *The Future of Work and Occupation in Scotland*
- NEA (American Teachers Union), *Teaching and Training in the Digital Age*
- Global Futures Partnership and Sherman Kent School, *New Frontiers of Shared Threats*

Other activities

Cuisine and the culture of food and wine are lifelong passions. As entrepreneur, in 1989 he opened in Milano the restaurant **Joia, Alta Cucina Naturale**. Within its distinctive positioning of refined natural cuisine based on vegetable and fish, he designed the menu and wine list, hired the kitchen and dining room crews, to achieve a novel experiment in which healthy light eating, respect of the Italian tradition and produce, outstanding service blend in a joyful and surprising manner.

The restaurant, having achieved its first Michelin star in 1991, is still very successful although Boggia passed the ownership to resident chef Pietro Leeman.

Teachings

- Università di Padova, Dept. of Letters and Philosophy. Professor of *Theory and Technique of Communication*
- Luiss Management School. Course in *Multimedia Communication* in the Master in Management of Multimedia Companies
- Domus Academy. Course on *Designing Interfaces*,

Books

In 1992 he publishes ***The Time of Uncertainty: Ten Rules to Cope with Chaos***, an in-depth analysis of the structural causes of uncertainty from the individual's point of view.

In 2000 he writes ***Mondovisione***, a controversially positive view of the next century ahead.

Other Contributions

- Member of the Scientific Committee for *Pluriverso* – Library of Ideas for Planetary Culture
- Editor of the definition of “time” in the *Dictionary of Epistemology* published by Bollati Boringhieri
- Essayist for *KOS*, Review of medicine, culture and human sciences
- Columnist for the *International Herald Tribune*

He has written articles and essays exploring topics such as consumption attitudes in Europe, the segmentation of European subcultures, the meaning of prestige and luxury, the future of the Brand, Learning to learn etc.