



Enrica Acuto
Jacobacci

Enrica studied economics at the University of Turin, INSEAD, and Harvard Business School. Enrica is a member of the board of directors and advisory boards of numerous cultural, social and entrepreneurial initiatives. In particular, she believes in the development of female entrepreneurship and leadership and is a member and advisor of AIDDA and WIL. She won the E&Y Entrepreneur of the Year award in the Services category. Twenty years ago she started the corporate collection 'Arte e Progetto' together with Elena Re and is convinced that the language of art represents a bridge between culture, one of Italy's great assets, and business culture, establishing a fruitful dialogue between the various stakeholders inside and outside the company.

Languages: native

Work experience

Beginning her career in 1989 as a Brand Marketing Manager with multinational food corporation Danone, Enrica soon developed her own entrepreneurial vision, based on shared leadership, conscious growth and care for people.

In 1995, following her passion for strategic communication, she became a partner at Eclettica – one of Italy's first web agencies – before founding Akura, a Brand Communication agency, in 1999. Among other accounts, Akura managed a section of Visa's communication campaign for the 2006 Turin Olympic Games.

Already a shareholder at Finpat Holding, Enrica joined the Board of Directors of Jacobacci & Partners in 2004, where she is currently Chairman and Managing Director. She also holds other positions within the Jacobacci Group: Chair of the Board of Directors of Jacobacci Spain, Chair of the Comité de Direction of Jacobacci Coralie Harle France, Chair of Anser and Chair of Griffeshield.

Professional focus

Throughout her professional life, Enrica has worked with both domestic and international clients, from public institutions to large multinational corporations, operating in many sectors, ranging from luxury to mass market, and public institutions to financial services. A long-held belief in the importance of managerial education as a tool for business development has led Enrica to deliver speeches at many conferences and lecture at Masters courses at the University of Turin, Polytechnic of Turin, European Institute of Design (IED), University of Milan-Bicocca and the EMBA Ticinensis.

Areas of expertise

Since the mid-1990s, Enrica for Jacobacci has specialized in the areas of corporate image, the organisation of national and international events, and the selection, refurbishment and opening of corporate head offices. Together with the art curator Elena Re, she created the collection "Arte e Progetto", currently consisting of over 300 works, that forms an integral part of the Jacobacci Group's image and communication.

Since joining the Board of Directors, she has also worked to enhance the Group's managerial skills, convinced that organisation, digitisation and innovation of processes, combined with the professional management of intellectual property, are the cornerstone of corporate growth. To preserve excellence and attract the best talent, Enrica has dedicated particular attention to enhancing the company's technical, soft skills and well-being.

In recent years, Enrica has directed its efforts on supporting innovation in Italy, also as a business angel for some start-ups and she is also a member of the Premio Gaetano Marzotto Jury and on the international development of the Group.

Furthering the family's reputation for professional excellence, Enrica has brought Jacobacci & Partners from an acknowledged position as a leading Italian law firm to European leadership in the field of Intellectual Property.

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