



Viola Zazzera

Chief Marketing Officer.
Degree in economics
and business.

Languages: native
Italian speaker, fluent in
English

Role: Chief Marketing
Officer

Office: Turin

Working experience

Viola started her career in 2000 at the communications agency Eclettica Akura, working as an account manager. She joined Jacobacci & Partners in 2013, initially as Marketing and Communication Manager, before being promoted to her current role. Viola is responsible for coordinating internal and external communication and corporate marketing. Her work contributes to defining the company's market positioning and supporting brand development.

Areas of expertise

Viola manages the company's international image, ensuring consistency and relevance. She oversees the company website, social media channels and promotional materials, implementing solutions tailored to clients' needs. She plans and manages events, sponsorships, collaborations and strategic partnerships, strengthening Jacobacci & Partners' presence. Among the main initiatives she oversees is [4e - engineering, energy, ecology, ethics](#), an event dedicated to innovation and sustainability, now in its 12th edition.

Viola is a member of the Executive Committee, assuming leadership responsibilities, and is also a member of the Gender Equality Committee, where she promotes initiatives aimed at inclusion and diversity.

Viola Zazzera
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