



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

In Jacobacci since 2013, first as Marketing and Communication Manager, then promoted to the present role, Viola is a manager with 20 years of experience in Marketing and Communication and a consolidated previous experience of 15 years as a project manager in a communication agency.

Areas of expertise

Viola is responsible for coordinating internal and external communication and corporate marketing.

She qualifies the company positioning in relation to market and competitors, outlines the development path of the brand. She coordinates the image internationally, takes care of the website, social channels and promotional material. She is also the coordinator and promoter of all events, sponsorships and partnerships. Since the first edition, Viola organizes at every stage [4T- Tech Transfer Think Tank](#) , the main event in Italy, dedicated to technology transfer.

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