

## **Pino Rozzi bio (English version)**

Pino's career began in Canada in the early 1980's at the Humber College of Applied Arts in Toronto. Equipped with the tools to commence his creative journey, Pino headed south to California to take on the role of editor of Los Angeles lifestyle magazine BLA.

Following the European distribution trail of his publication, Pino found himself back on Italian soil with the Lowe Group in the 1990's, commencing a rapid trajectory from Junior Copywriter to Creative Director in only 7 years.

From 1998 to 2001, he was Creative Director at DLV BBDO Italy before ultimately becoming European Creative Director in 2001.

In 2002 Pino began a dynamic and much awarded partnership with Roberto Battaglia in Red Cell (WPP) as Executive Creative Director. In 2006 the creative duo founded one of the most successful agencies in Italy, 1861 United. In 2010 he took on the role of President & CEO. 1861 United ultimately merged with Grey Italy in 2014.

In 2017 Pino heads up the organization as the Executive President of Grey Italy having overseen an impressive and diverse range of clients including Amplifon, Alfa Romeo, Banca Intesa, BMW, Campari, Fater, Findus, GSK, Ikea, MTV, P&G, Regina, Sky, Superga, Vodafone, Vogue/Condé Nast, Volvo and Yamaha.

In terms of creative recognition Pino's achievements include Cannes Lions, Clio Awards, Grand Prix Epica Award, and Grand Prix ADCI to name a few.

Pino is also a Professor in the most qualified University and international School of Marketing and Communication.

His most recent assignment is as Chief Brand Officer of the BASE Milano cultural center.

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Bio (versione italiana)

La carriera di Pino inizia all'inizio degli anni '80, in Canada, presso l'Humber College of Applied Arts di Toronto. Il suo viaggio creativo lo porta verso il sole della California dove crea un magazine di lifestyle e comunicazione: BLA, Business in LA.

Ritorna in Italia e viene assunto da Emanuele Pirella. In pochi anni da junior copywriter diventa Direttore Creativo.

Dal 1988 al 2001, presso DLVBBDO, ricopre prima il ruolo di Direttore Creativo Esecutivo, poi di Direttore Creativo Europeo.

Nel 2002, insieme a Roberto Battaglia, entra in Red Cell con incarichi globali come Executive Creative Director.

Nel 2006 fondano insieme uno delle agenzie più di successo di sempre: 1861 United.

Nel 2014 con la fusione internazionale con Grey assume il ruolo di CEO e Presidente.

Nella sua carriera ha lavorato per Amplifon, Alfa Romeo, Banca Intesa, BMW, Campari, Fater, Findus, GSK, Ikea, MTV, P&G, Regina, Sky, Superga, Vodafone, Vogue/Condé Nast, Volvo and Yamaha.

I suoi riconoscimenti sono centinaia. Per citarne alcuni, Cannes Lions, Clio a, Grand Prix Epica Award, Grand Prix ADCI, New York Film Festival, Eurobest ...

Pino è anche Professore di Comunicazione presso le più qualificate Università italiane e le scuole internazionali di Marketing.

Il suo più recente incarico lo vede come Chief Brand Officer del centro culturale BASE Milano.