



# Luigi Matrone

CEO & Founder EBI & Co-Founder  
Smarterchains.

Entrepreneur | Trainer | Speaker



After seven years between Rome, Milan and Geneva as P&G Global Marketing Manager for brands of the likes of Duracell and Oral-B, Luigi leaves the corporate World to pursue his passion for technology and innovation creating the E-Business Institute (EBI), a consulting company specialized in Digital Transformation. Few years after the inception of EBI, Luigi realizes that a real transformation of any manufacturing corporation can't be achieved unless Supply Chain is involved. Following a period of intense design thinking with his co-founder, Vasilis Karamalegos, Smarterchains was incubated inside EBI in March 2016.

Luigi is a Singularity University Alumni and the Singularity University Geneva chapter co-founder. He is also a member of the World Economic Forum Global Shapers Alumni Board; speaker and trainer for companies and professionals.

## Here is a sample of his speaking and training topics:

### **The Future We Live In**

**There is no pill against the future. Transforming yourself and your business starts now.**

The World of Business has been changed forever. The speed to which technology evolves is unprecedented. The cost of technology is going down at a pace unimaginable just a few years ago. The impact is dramatic as the pace of transformation takes on a speed few can understand and master. We live in the era of disruption. In this inspirational talk, Luigi will provide the theory behind building the business of the future, the organizational structure they should adopt and the paradigms they should break. Through an extensive series of real examples, Luigi will demonstrate how no industry is immune to change. You will leave inspired and empowered to take action for your own organization.

### **Who can change the World? Starting Small, Thinking Big.**

**How SMEs can take advantage of the new opportunities offered by technology.**

Large organizations have been created to drive scale. Yet scale and efficiencies are not the only game companies can play. Smaller structures, focused on innovation, high quality, high value, impact have the opportunity to thrive thanks to the access and reach they can have from anywhere in the World. A highly adaptive topic that Luigi models depending on the context, moving from high level inspiration to practical advices for industry verticals

### **We are all Marketing experts. A tale of modern marketing.**

**Place the customer at the center and build the experience around.**

With hyper connected customers and unlimited free access to information, all companies are requested to review their value proposition and become customer centric. Through this highly adaptable topic, Luigi shares key modern marketing principles and drives audiences into shaping the marketing plan and the marketing function of tomorrow.

Thanks to his extensive corporate and consulting experience, Luigi covers a diverse and adaptable array of topics depending on the audience, geography, industry, size of the room.. Luigi's style is professional yet inclusive. He prefers interaction over lectures with significant audience involvement for active learning and practical actions to be taken as follow ups.



## Some of his most recent interventions :

**P&G Alumni Conference – October 2017 Cincinnati USA:** Globalization and De-Globalization. What Impact can we expect and the role of technology.

**Mattel Global Marketing & Sales Organization – September 2017:** “The Future we live in – Toys edition”

**Samsung Global Team – July 2017:**  
“Online Business Transformation” – 2 Days Training

**P&G Beauty Care Offsite – June 2017:** “Entrepreneurs and Intra-preneurs: how a startup culture can influence the workplace”

**P&G Digital Day – May 2017:** “The Future we live in – FMCG and Beauty care edition”

Luigi has been interviewed on the topics he speaks about multiple times. Watch the videos below for more information:



TedXEsade



Business Transformation



Exponential Innovation

Some of Luigi's and the E-Business Institute clients:



Nestlé

Good Food, Good Life

Alcon



P&G

## Get in touch with Luigi

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