
MAURO PORCINI

Chief Design Officer, PepsiCo

LONDON
SPEAKER
BUREAU



Topics

- Branding
- Creativity
- Innovation

Mauro Porcini joined PepsiCo in 2012 as its first ever Chief Design Officer.

In this newly created position, Mauro is infusing design thinking into PepsiCo's culture and is leading a new approach to innovation by design that impacts the company's product platforms and brands, which include Pepsi, Lay's, Mountain Dew, Gatorade, Sodastream, Tropicana, Doritos, Lifewtr, bubly, Aquafina, Cheetos, Quaker, 7Up, Mirinda, Naked, amongst many others.

His focus extends from physical to virtual expressions of the brands, including product, packaging, events, advertising, fashion and art collaborations, retail activation, architecture, and digital media. He leads teams based in New York City, Purchase, Dallas, Chicago, Los Angeles, Orlando, Miami, London, Dublin, Moscow, Il Cairo, New Delhi, Shanghai, Bangkok, Mexico City, Sao Paulo and Johannesburg.

Mauro Porcini is the host his own successful video podcast "In your shoes – with Mauro Porcini" on Apple podcast, Spotify and YouTube, where he interviews inspiring personalities from the creative community worldwide.

Since 2020 he is a presenter and judge on the TV show "New York by Design" and "America by Design", airing on CBS and Amazon Prime Video.

In 2021 his first book was published, in Italian: "L'età dell'eccellenza – Come innovazione e creatività possono costruire un mondo migliore" (Il Saggiatore). His first book in English, focused on innovation, design and leadership, is planned to be launched in October 2022.

Prior to joining PepsiCo, Mauro served as the first ever Chief Design Officer at 3M, where his mission was to build and nurture a design sensitive culture in a technology driven global corporation. His teams, based in the U.S., Italy, China and Japan, won many of the world's most prestigious design and innovation awards.

Mauro Porcini began his professional career at Philips Design and then created his own design firm, Wisemad Srl, in Italy with the celebrated entertainment producer and music star Claudio Cecchetto. His work on wearable technologies has been showcased at the Louvre in Paris as well as the Seoul Art Center.

Over the years he has been part of the board of directors of several organizations. At the moment he is the President of the Politecnico of Milan Foundation in the United States (Fellows of Politecnico), sits on the board of directors of the Design Management Institute of Boston, and on the advisory council of other design, art, innovation and business institutions. He currently lives and resides in New York City.

info@londonspeakerbureau.my +603 2301 0988