



OSCAR DI MONTIGNY

"Economy 0.0: Back to the Center"

CMO – Banco Mediolanum

Founder of Mediolanum Corporate University



After years of marketing experience in various international groups, Oscar Di Montigny is now the Chief Marketing Officer at Banca Mediolanum.

In 2009 he created and launched "Mediolanum Corporate University", which was recognized as the 2nd best corporate university in the world at the prestigious "Corporate Universities Awards" in 2013.

An expert in innovative marketing, relational communication and corporate education, he is the creator and main proponent of "Economy 0.0" principles, which seek to combine business and management with philosophy, art and science.

He also has a blog called "Riflessioni per il terzo millennio", where he explores and analyzes how future megatrends will determine new social and market scenarios





An era of change, or a change of era? The first signs of a nascent **Sharing Economy** are appearing fast, but let us not be fooled: we will not see any cultural shift if we are heading in the wrong direction. This perspective has led Di Montigny to define the basic principles that underpin **"Economy 0.0"**. We have entered the Era of Relations, and the digital convergence between technology and human relations is bringing with it the seeds of innovation that will change everything. We will need to reinvent ourselves if we wish to reinvent the world around us; we will need to become an active participant in the establishment of a new economic and social system.

As such, the challenge facing companies today has become largely "cultural" in nature. Those who know how to predict the new technological, social and market megatrends will be the ones who come out on top, and they will know how to reinvent themselves as a new business ecosystem founded on the sharing of a common Value System.

Topics

- ❖ Economy 0.0: back to the center
- ❖ **Marketing Trends: Humanity and Social Responsibility**
- ❖ Innovative Marketing
- ❖ **Corporate Education**
- ❖ Technology and Human Relations



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