

Valentina Salice

Fellow



Knowledge Group: Marketing

Research Domains: Brand & Communication

Teaching Domains: Content Management, Corporate Communication, Omnichannel Communication, Storytelling, Strategic Brand Management

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Biography

Valentina Salice is a Brand and Communication Fellow at SDA Bocconi School of Management.

She teaches communication, advertising, and branding in Master and Executive programs. With a strong executive background in advertising and communication, she has built her career within leading international and multicultural companies.

Her experience spans top global advertising agencies, including Y&R and J.W. Thompson (now VML - WPP Group), where she managed integrated communication strategies at both regional and headquarters levels for major national and global clients. She later joined Accenture Song, leading the launch of its communication hub, before moving to OMD (Omnicom Group) as Head of Business Development, where she oversaw business growth and new client acquisition with P&L responsibility. She then served as Chief Commercial Officer at Caffeina, Italy's largest independent digital-native agency.

Currently, she is the Chief Integrated Client and Growth Officer at Dentsu, a global leader in advertising and marketing communications, where she drives an integrated marketing approach, combining media, creativity, and data-driven customer experience.

She holds an MSc in Marketing Management from Bocconi University and an MSc in Strategic Market Creation from Copenhagen Business School.