

INNOVATION & ACCOUNTABILITY

Driving innovation and marketing to achieve measurable economic (ROI), social, and environmental impact



"...Marketing and Management are his fields; innovation, efficiency, and profitability his expertise"

Forbes
Click to read

Pablo is a renowned international speaker, consultant and trainer specialized in innovation, efficiency and profitability in management. Several multinational companies and public organizations such as the European Union and the governments of Italy and Spain have benefited from his experience in efficiency and profitable management. He is a contributor to Forbes magazine (English and Spanish), member of its Communication Council and of its Expert Panel. He has been a trending topic in the marketing hashtag on LinkedIn (19 million visitors), named Most Dynamic CEO by The CEO Magazine in 2020, and one of the three finalists (among 2,500 projects) of the European Excellence Awards in 2017. Always rated as a great teacher, speaker and consultant, he lectures around the world and shared stage with Barack Obama, Ken Segall, Bill McDermott, and Ian Khan. Author of 3 books, one of which became # 1 in total published economics titles by Scholarly Publishers Indicators, and Top 5 recommended reading from Merca2.0. He is regularly quoted and interviewed by various international outlets in different languages. His model for measuring marketing ROI is taught at several renowned international business schools. His work in more than 30 countries allowed him to gain a broad and diversified view of how organizations thrive, innovate and succeed in their markets.

Pablo TURLETTI



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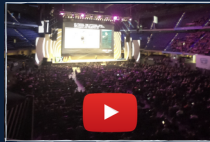
KEYNOTE SPEAKING

Make it count. Be accountable

Pablo helps audiences to reflect, learn and engage with provocative thinking and challenging concepts about how to change towards results-oriented, profitable, and impactful management models. See Pablo in action!



Non-technological Innovation
A transforming approach to innovation allowing audiences to experience firsthand the differences between technological innovation (tactical) and business and management models innovation (strategic). He defines the keys to succeed in this quest



**Can we calculate Marketing ROI?
Yes we can, and we must!**

Are you tired of having a marketing department that runs parallel to the business but seems to never speak the business language? To much has been said about ROI that nobody believes on. Secret (not so secret) ingredients of a robust and credible ROI evaluation



Marketing to Save the World

Businesses' main objective should not be to make money. Profits are the air companies breath, just as humans don't wake up with the objective of breathing the whole day. Pablo shares a model to generate beyond profits. between profitability and social, and environmental sustainability

INNOVATION + MARKETING WORKSHOPS

Value generation in stakeholder management and sustainability programs

Managing marketing to deliver business results (ROI), social impact and environmental effect



How to set, plan and monitor marketing objectives that generate economic impact

Building a robust and credible attribution model for your marketing

BOOKS



Companies that hired Pablo

CONNECT



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