Andrea Paolo Giacobbe

Andrea Paolo Giacobbe was born in Italy and raised in New York. He has over 25 years international entrepreneurial and business experience in the finance, marketing, advertising and digital media field. Rumour is he was the fourth person in Italy to have an Internet account. He received his B.B.A. in Marketing at NYU’s Stern College of Business and an M.A. in International Business from Columbia University Graduate School of International and Public Affairs. His first start up was in his freshman year of college importing Italian wines from Italy’s Tuscany region into the New York City upper crust restaurant market. An instant success due the wine, label, name and repeat availability. His next venture was launching into the U.S. market the classic Italian scuba brand Cressi. And without the help of e-commerce or a real marketing budget. Classic marketing never seeks to amaze how it remains relative in today’s market. After two years of 75% sales growth per year and profits that far exceeded original plans he sold the USA division back to the Italian owners.

After graduating Columbia, Andrea later joined the Investment Banking firm Kidder, Peabody Inc. first in New York, then in their Italian office in Corporate Finance. In just seven years and in a relatively middle market, he oversaw over $5 Billion in Mergers and Acquisition and private equity transactions. Terrific you may thing. Not Andrea. He became bored with finance and was attracted to work in his passion advertising. That’s where ideas are born every day and London was the place to be. He joined Omnicom’s TBWA/International based in London where he was given full reigns to run a new strategic planning division covering 14 international markets. This work helped position the agency as the Challenger Agency for Challenger Brands. The agency grew 35% per year and included award winning work with clients from Apple, Virgin, Nissan, Nivea and Absolut Vodka. Andrea learned from the creative geniuses people who developed “Think Different” by Apple. After just under two years he was asked to join WPP’s Ogilvy & Mather EAME Division and launch a new international strategic insights and planning agency, The Discovery Group. This led to breakthrough creative and strategic work on Dove, The Economist in Asia and Ford to name a few. Andrea even developed a campaign for ING that won a Gold Pencil. A highly coveted creative award in the British advertising scene.
Brilliant creative ideas come from anywhere. From anyone. And so do great entrepreneurial companies.