



# Gian Luigi Longinotti-Buitoni

Founder & CEO of L.I.F.E Corporation



## CSA CELEBRITY SPEAKERS

Gian Luigi Longinotti-Buitoni is the founder and CEO of LIFE Corporation which developed advanced technologies in the field of wearable electronics and sensors. Gian has led some of the world's most prestigious consumer products companies and has a remarkable ability to transform products like Ferrari into irresistible brands.

**"He is a charismatic personality, and socially at home with any group of people"**

### In detail

Gian Luigi is also the former founder and CEO of Goal.com a Media company, providing the best international football coverage on the web and mobile. He is well known for his great success at Ferrari North America, where he was CEO from 1992 to 2000. During that time Ferrari sales in North America increased by 80%. He saw Ferrari as "the ultimate factory of dreams" and after a far-ranging analysis of high-end marketing and business trends, he developed the concept of "DreamMarketing." Prior to joining Ferrari, he was an executive in his family's European company, Industrie Buitoni Perugina (makers of Buitoni brand foods and Perugina luxury chocolates). He was also CEO of Polo Europe, a division of Polo Ralph Lauren Corporation from 2000 to 2003. He was appointed for his broad base of experience in luxury goods and branded products.

### What he offers you

The art of successful "DreamMarketing" is the wave of the future to sustain and maintain customer loyalty. He possess a multicultural, multi-technology and multi-industry background providing a keen understanding of how to attract worldwide customers in today's technologically-driven and rapidly converging businesses. His comprehensive international perspective, allows him to show companies how to accelerate their growth.

### How he presents

Gian Luigi is a charismatic speaker who delivers compelling presentations to audiences worldwide.

### Topics

DreamMarketing  
Luxury Branding  
International Business

### Languages

He presents in English, French, Italian and Spanish.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

**1999**

Selling Dreams: How to Make Any Product Irresistible