

Fiorenza Sarotto

role

Programme Leader Master Fashion Business
Istituto Marangoni School of Fashion Milano

Fiorenza Sarotto is an experienced business executive and high education professor. Graduated in Business Administration from Bocconi University, she spent her career in blue-chip global Companies (P&G, Disney, Zurich, Hearst) with growing responsibility roles, both at local and EMEA level.

Her background covers Strategic and Operational Marketing, Brand Management, Business Development, Communications, Digital Strategy, Retail, Corporate Social Responsibility.

In the last years, she moved to educational and consultancy roles acting as Professor, Project Manager and Advisor for Companies and Business Schools.

She knows very well the Branded fashion and Luxury Companies thanks to her professional experience as Head of Marketing in Hearst Magazine (Elle, Marie Claire, Cosmopolitan) and in an Integrated Communication Agency specialized in the fashion Industry.