

The life and preferences of Giovanni Vescovo,  
President and CEO of Promostudio

## My friends, the Professors

The luminaries of economic science taught me to listen  
I think of them when I wander through the calles of Venice.

by GABRIELE VENTURA

In one's life, as at work, important encounters are often decisive. The most difficult part is knowing how to cultivate them, and develop a simple relationship into daily enrichment. This, we can say, is the special talent of Giovanni Vescovo, chairman and managing director of Promostudio, a high-level consultancy, training and strategic marketing company, which every day interacts with the world's leading economists. However, the decisive meeting in his life and career, took place 20 years ago, when at 37, he met Franco Modigliani, when the distinguished economist won the 1985 Nobel Prize for economics. «It was a seminal meeting, which developed into a profound friendship. Still today I have close relations with his son and his wife».

The idea of returning to Italy, to his native Venice, to set up a "small but beautiful" company - which was to be Promostudio - was one of the fruits of his relationship with Modigliani. At the time Vescovo had spent the previous 15 years outside Italy. After high school, he went to the United Kingdom, where he won a scholarship for an American MBA, thus acquiring direct experience of "Anglo-Saxon" methods of study and thereafter specialising in strategic marketing and organisation. «I got completely involved with the American method and I soon developed a passion for study». In 1975, Vescovo was hired as district manager by a company associated with the college he attended, and where he worked successfully for ten years. Then he was contacted by Fmc, a large American multinational. «Only two months later, I found myself division manager in Wisconsin. And I was only 34 years old».

This was an important experience in the career of Vescovo as it enabled him to come into contact with the method of American refresher courses. «They sent us back to school, in order to implement the so-called executive education, a practice unknown in Europe". "There I learned just how important life-long learning is, especially for a manager".

And precisely thanks to the courses he followed at Harvard, the chairman of Promostudio came into close contact with the academic world of economics. «I knew many distinguished professors, and one of them, Renato Tagiuri, advised me to return to Italy and set up a small company. He suggested I go to Boston and discuss the idea with Modigliani, who had just been awarded a Nobel». As a result of that meeting Promostudio came into being in Venice. And, moreover, Vescovo decided to translate into the Italian context all the teachings acquired in his 15 years abroad. «Our idea was to bring to Europe and Italy the leading names in the management of the economy so that well-know personalities could exchange ideas, with a view to enabling the listener, who may be a leading businessman, to understand how the world functions».

Thus, the importance of information, as always the hallmark of all Vescovo's initiatives. Thanks to this approach, he managed to secure the cooperation of such major figures as Edward de-Bono, Philip Kotler and Michael J. Spendolini, with whom he still works. «My greatest satisfaction is to be in the presence of my professors. The major academics

appreciate personal relationships and above all they have an enormous capacity to listen».

Moreover, thanks to his excellent relationships, Vescovo began in 2001 to organise, together with the Iseo institute, the Nobels Colloquia, the fruit of a shared idea with Modigliani, where the leading economists exchange ideas with management gurus. This year, the setting of the seventh edition will be Trieste. «The Nobel prize for management experts will be awarded. This event represents our crowning achievement».

Vescovo's objective, now that his son Manuel has joined the Promostudio team, is to dedicate himself completely to this passion: «My professors». Very little free time, even though other passions are not lacking, especially for his other son, Matteo, eight years old, his watches and pens ("my favourite is Vacheron Constantin, while as regards pens I remain a Parkerian»); clothes («I like Neapolitan tailoring, such as Lardini»), shoes («Gucci»). And, in conclusion, beautiful Venice. «I love walking in the less frequented areas such as Santa Marta, Castello or the Arsenale».

Name: Giovanni Battista Vescovo

Born in: Venice

On : August 16th, 1948

Profession: President and CEO of Promostudio, a high-level consultancy, training and strategic marketing company.