

MARCO CIAPPELLI

CREATIVE DIRECTOR

**BRANDING EXPERT. PODCAST HOST.
MODERATOR. MENTOR. WRITER.**

Marco Ciappelli, Dr. in Political Science with a specialization in Sociology of Communication, combines his deep understanding of societal dynamics and mass media with his passion for creative direction and corporate/personal branding. With a career beginning in advertising as a copywriter and evolving into a prominent role in digital branding, Marco has consulted for myriad industries, advocating for thoughtful communication strategies that resonate on a human level. As a mentor at The Mentor Project, he guides the next generation of creative minds, emphasizing the importance of storytelling in shaping perceptions and driving change.



BRANDING EXPERT. BROADCASTER. FUTURIST.

With a career spanning advertising beginnings in the early '90s to pioneering in digital branding, Marco Ciappelli has evolved alongside the digital age. He holds a deep-seated belief in the transformative power of technology on societal communication and identity construction. Through ITSPmagazine, mainly via the Redefining Society Podcast, Marco is dedicated to fostering a global discourse on how technology and cybersecurity intersect with humanity, highlighting the philosophical and sociological impacts of technology on our lives, encouraging a reflective dialogue on its role in reshaping societal norms. His mission is not just to inform but to spark meaningful change by connecting minds and ideas across the globe.

22K

SOCIAL MEDIA*
FOLLOWERS

20K

MONTHLY LINKEDIN
IMPRESSIONS

5K

LINKEDIN
FOLLOWERS

Languages

ITALIAN, ENGLISH

*Multiple properties combined