



POLITECNICO
MILANO 1863

SCUOLA DEL DESIGN



PEPSICO



LUNEDÌ 07 GIUGNO 2021
ORE 14.00

VIRTUAL CLASS

OPEN LECTURE

L'ETÀ

DELL'ECCELLENZA

MAURO PORCINI

SVP & CHIEF DESIGN OFFICER AT PEPSICO |

FORTUNE 40 UNDER 40 |

AUTHOR (L'ETÀ DELL'ECCELLENZA) | DREAMER

Mauro Porcini joined PepsiCo in 2012 as its first ever Chief Design Officer. In this newly created position, Mauro is infusing design thinking into PepsiCo's culture and is leading a new approach to innovation by design that impacts the company's product platforms and brands, which include Pepsi, Lay's, Mountain Dew, Gatorade, Sodastream, Tropicana, Doritos, Lifewtr, bubly, Aquafina, Cheetos, Quaker, 7Up, Mirinda, Naked, amongst many others. His focus extends from physical to virtual expressions of the brands, including product, packaging, events, advertising, fashion and art collaborations, retail activation, architecture, and digital media. He leads teams based in New York City, Purchase, Dallas, Chicago, Los Angeles, Orlando, Miami, London, Dublin, Moscow, Il Cairo, New Delhi, Shanghai, Bangkok, Mexico City, Sao Paulo and Johannesburg.

Mauro is the host his own successful video podcast "In your shoes - with Mauro Porcini" on Apple podcast, Spotify and YouTube, where he interviews inspiring personalities from the creative community worldwide.

In 2020 he became a presenter and judge on the TV show "New York by Design" and "America by Design", airing on CBS and Amazon Prime Video.

In 2021 his first book was published, in Italian: "L'età dell'eccellenza - Come innovazione e creatività possono costruire un mondo migliore", published by Il Saggiatore.

Prior to joining PepsiCo, Mauro served as the first ever Chief Design Officer at 3M, where his mission was to build and nurture a design sensitive culture in a technology driven global corporation. His teams, based in the U.S., Italy, China and Japan, won many of the world's most prestigious design and innovation awards.

Mauro began his professional career at Philips Design and then created his own design firm, Wisemad Srl, in Italy with the celebrated entertainment producer and music star Claudio Cecchetto. His work on wearable technologies has been showcased at the Louvre in Paris as well as the Seoul Art Center.

Mauro sits on the Board of Directors of the Design Management Institute, on the Board of Directors of the Italy-America Chamber of Commerce, on the Board of Directors of La Scuola d'Italia in New York and on the advisory council of other design and art institutions. He currently lives and resides in New York City.

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