

Curriculum Vitae

Marco Baldocchi

Professor of Neuromarketing & Consumer Behaviour, Entrepreneur.

Neuromarketing Research Director for the Italian National Association Applied Neuroscience

Marco Baldocchi was born in Lucca in 1978, he lives in Miami, Florida. He graduated in Communication Sciences in Switzerland, he founded in 2005 the communication agency On Web. In 2018 he created the Marco Baldocchi Group inc. agency specialized in neuromarketing & consumer behaviour, in Miami (Florida). He is National Head of Technological Innovation for Conflavoro and Head of Communication for the United States for MAIE.

Speaker in international events in the field of neuromarketing, lecturer for realities including the 24ore Business School, Università Cattolica Sacro Cuore Milan.

He is in the US with an O1 Visa, he serves as Neuromarketing Research Director for the Italian National Association of Applied Neuroscience and he runs his neuromarketing agency "Marco Baldocchi Group".

He is part of the board for the "Digital Marketing Certificate Program" of the University of South Florida, MUMA College of Business.

Author of "Neurofood: neuromarketing applied to the world of food and wine" (Hoepli 2022) and "Neuromarketing for food" (Flaccovio Editore 2020) and co-author in the U.S. in the publication "Money Matters Tips vol.2".

Member of the NMSBA (Neuromarketing Science & Business Association), voted by members of the same " 6 years. Top World Speaker - Neuromarketing Series 2021 " he also published in 2021 and 2022 articles on the NMSBA Yearbook.

Active member of the IAA (International Advertising Association).

Creator of the Neuromarketing Academy event on neuromarketing.

In recent years, he has taught neuromarketing & consumer behaviour for 24Ore Business school and Italian University "Sacro Cuore" in Milan.