



Letizia Affinito is an innovative lecturer and global speaker with over 25 years of experience in Strategic Marketing Communications Management both as manager and consultant.

A faculty member since 2010, her research interests include digital strategy, digital business transformation, customer behavior, customer empowerment, marketing analytics, social influence, innovation adoption and diffusion.

She partners with leaders to help them stand out and survive in the current era of disruptive technological change.

Author of the books *Empowering the Connected Physician in the e-patient era*, *Socialize Your Patient Engagement Strategy* and *e-patient e social media* Letizia has a Ph.D. in Management and teaches at Boston College and Saint John's University.

Her education includes the Teaching with Cases Online, the Case Method Teaching Seminar (Part I and II), the Executive Program in Digital Marketing at Harvard Business School, and the Young Managers Executive Program at INSEAD.

In 2012, Affinito launched Web in Salute, the first online research project in Italy exploring the "Effects of Online Health Information Seeking on Physician/Patient's Actions".

In 2018, she launched the Health on the Web project in Europe to assess how to improve the ability of physicians to empower patients with digital

tools.

Prior to working as a Strategic Marketing Consultant and Lecturer, Affinito founded and managed Brandnew Marketing Communications Inc, previously she worked at Serono where she was responsible for marketing and sales activities in the Endocrinology and Metabolism Business Unit. While at Serono she was "featured in a "success story" that was included in the global company magazine "Paradigm".

Previously, Affinito worked as a manager for Burson Marsteller in Rome where she was responsible for business development, strategic communication, media relations, activities/tactics implementation and budget management and control.

Prior to that, she was a product manager and member of the European Management Development Team for Merck Sharp & Dohme in Rome, Italy.



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