



## Connection to Marketing & Advertising - Guest Speakers

### Domenic Carosa

Domenic Carosa co-founded destra Corporation in 1993, when he was in his late teens. Since that time, Domenic has been responsible for transforming destra into a multi-million dollar company. He built the company from the ground up during the 1990's and was the driving force behind destra's listing on the ASX in 2000. At the time, Domenic was the youngest CEO of a public listed company in Australia.

Domenic's other achievements include building Australia's largest independent digital music website, MP3.com.au and launching Australia's first legal commercial digital download service, destraMusic. In the early 90s, he co-founded the Sprint Group. He is currently Chairman of the Internet Industry Association, Chairman of the IIA Digital Music Taskforce, and has won numerous young achiever awards.

### Erminio Putignano

Few people can claim Erminio's experience with world class projects in Australia as well as Europe and China, and across such a broad range of marketing disciplines. Since the early 1990s Erminio has worked in consultancy firms (FutureBrand and Sapient), advertising agencies (McCann Erickson, D'Arcy and Bozell), and in-house (Indesit Company) while nurturing his theoretical interests as a lecturer at Bocconi University and the Istituto Europeo di Design in Milan.

Over the years Erminio's greatest professional passion has been in creating knowledge and practices that previously didn't exist. He has helped Ferrari develop new strategies to expand its business by targeting that highly selected group of people who own a car made in Maranello. He has also worked on the re-birth of the legendary Maserati brand. At the Indesit Company in Fabriano, he was part of the team that transformed Indesit and Ariston into two of the most stylish and technology-advanced brands in the category. At McCann Erickson, he set up the strategy planning discipline in Melbourne, before joining the Hong Kong offices to take on the same challenge at a higher level. Holden, Coca-Cola and MasterCard have been some of the iconic brands he's consulted for in Australia and China.

Erminio is now director of strategy at FutureBrand, one of the leading brand consultancy firms in the world. His strategies are centered on brand experiences that encompass brand identity, design of the retail space as well as product innovation.

### Natalie Tricarico

Natalie Tricarico is the Group Marketing Manager for the Zagame Automotive Group - in charge of brands like Ferrari, Maserati, Alfa Romeo, Fiat, Ducati and Vespa. Natalie has been in marketing in the Automotive Industry for 9 years, previously working for BMW and MINI. Once a Registered Nurse, Natalie went onto study a Post-Graduate in Public Relations at RMIT and completed a Masters of Communication. These days she prefers the engines and the design of the best Italian automotive brands ever made.