

Oscar di Montigny



HUMANOVABILITY®

ECONOMIA SFERICA®

7P MODEL

GRATEFULBRAND

EDUCATION

VALUE STRATEGY

Born in 1969, in Milan. I am a writer, popularizer, mentor and international keynote speaker; conducting a constant investigation on the front of big scenarios and mega trends, innovation and sustainability, and positive impact. Evolving the fundamentals behind the principle of 'circular economy', I have devised the paradigm of the «**Spherical Economy®**», which gives humans the responsibility of representing the most important being on the Planet; a role to be embodied with the goal of generating prosperity for the entire socio-economic system. Anticipating the concept nowadays defined 'Industry, 5.0', I thought of a systemic approach that I called «**Humanovability®**», which indicates the urgency to always act, in every sphere of action within one's sphere of influence, along three lines of growth, development and evolution: 1. **human centricity**; 2. **innovation**; 3. **sustainability**. I have always pursued a dissemination approach consisting of publishing and communication activities in general, keynote speeches in national and international fora, lectio magistralis in schools and universities, and research activities in collaboration with the Academy. Integrating this with both personal investment activity – as a business angel – in innovative startups with high social impact of which I am a mentor or member of the Advisory Boards, and with advocacy and advisory activities in large companies.

At the same time, after a decade in the Tourism industry, I began my **more than 20-year career in one of the most important banking groups nationwide**, Mediolanum, of which I am now an Executive, after having held various managerial roles as an expert in Marketing & Communication, Innovation, Sustainability, Corporate Education, and Humanities. In fact, I have been for almost ten years Chief Marketing Communication Officer of the bank, Managing Director of Mediolanum Comunicazione Spa, as well as Chief Innovation, Sustainability & Value Strategy Officer as well as creator and President of Flowe, a Mediolanum Group benefit company and certified B-Corporation, conceived for the purpose of proposing a business model also oriented to educate new generations on the issues of innovation and economic, social and environmental sustainability.

First as a Manager and then as Executive of the Group, I immediately placed education, in which I strongly believe as a founding element for both personal and collective growth and development, at the center of my projects, first and foremost both the conception, in 2007, of [Mediolanum Corporate University \(MCU\)](#), an educational institute at the service of the Mediolanum community - founded in 2008 and led until 2014 - and the launch of [Centodieci.it](#), the cultural platform of Banca Mediolanum. In 2020 I was among the Co-Founders of Regenerative Society Foundation: a business-driven organization, based on the synergy between business and science, to develop the transition to a fully regenerative society.

I actively support the importance of transforming organizations into "**Gratefulbrands®**", as expressions of those enlightened companies that act for-Good, generating towards all stakeholder's love, respect and gratitude. I strongly believe in those I call "**wise innovators**", conscious innovators, creative problem-solvers, acting with an entrepreneurial mind, social heart and ecological soul, capable of generating positive impact on the seven dimensions of sustainable development reorganized according to the **7P Model**: Person, People, Partnership, Profit, Prosperity, Planet, Peace.

BE YOUR ESSENCE

In July 2018, I founded **BYE** (Be Your Essence), a consulting company established as a Social Vocation Innovative Startup (SIAVS), a Benefit Society and certified B-Corporation, which through Humanovability® projects, i.e., an innovation oriented by the principles of sustainability and aimed at affirming the centrality of the human being, has accompanied businesses and institutions on a path of regeneration and evolution. In 2021, BYE became part of Be Shaping The Future S.p.A., a company listed in the STAR segment of the Italian Stock Exchange and one of Italy's leading players in services professional services for the financial sector. I served as its chairman until 2022, when, in June, Engineering - Ingegneria Informatica S.p.A acquired 43 percent of Be Consulting and BYE became 100% of the group.



B20

In 2021 I joined the **Finance & Infrastructures Task Force** of **B20 Italy** headed by **Carlo Messina**, one of the G20 official engagement groups, whose objective is to develop Policy Recommendations that promote Italy's socio-economic growth by establishing an effective strategic framework to encourage impact financing, facilitate the ESG standards and the circular economy, and accelerate financial inclusion.

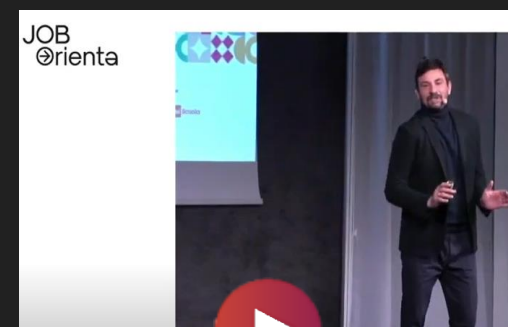
SPEECHES - BEST OF



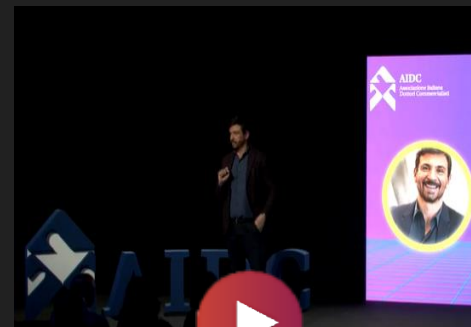
APRIL 2023, MILANO
IULM FLOW
"Designing the future through creative talents"



DECEMBER 2022, ROMA
Conferenza Internazionale Confassociazioni
"Transizione energetica e globalizzazione"



NOVEMBER 2022, VERONA
JOB & ORIENTA
Manus Futuri 2022



NOVEMBER 2022, MILANO
Meta Meeting AIDC 10.1



NOVEMBER 2022, MILANO
Assium
«Humanovability, l'evoluzione delle relazioni umane e delle soft skills nei prossimi 5 anni»



OCTOBER 2022, RIMINI
Marketers World 2022
«Il tempo dell'intraprendenza»



JULY 2022, VICENZA
Relazionésimo 2030
Expo Summit delle Relazioni



JUNE 2022, ROMA
IFAD Innovation Day 2022



MARCH 2022
Expo Dubai 2022



NOVEMBER 2021
San Patrignano



OCTOBER 2021
Festival del Podcasting
«Podcast, responsabilità personale e nuovi eroi»



OCTOBER 2021
Giffoni Edition
«#SIOS21»



MAY 2021
Frontiers Next Wellbeing
«Innovability Revolution»



APRIL 2021
LUISS
«Luiss Debates
Innovability: dalla pratica alla teoria»



MARCH 2021
SDGAction
«SDG Global Festival of Action 2021»



MARCH 2021
TEDs Sumas
«Genesis of an innovability company»



JULY 2020
TIME to B - Il Summit delle B Corp italiane 2020
«Unlock Regeneration 2030»



FEBRUARY 2020, BRESCIA
Libera Accademia delle Belle Arti
«Inaugurazione Anno Accademico 2019/2020»



MARCH 2019, CORTINA
Need for Speed – Giovani Imprenditori di Confindustria
"Cambiare velocemente-Adattarsi velocemente"



MAY 2018, MILANO
Convention Nazionale KPMG
"The Place to Be"



JANUARY 2018, RIO DE JANEIRO
Campus Party
"Feel the Future"



NOVEMBER 2016, BOGOTÀ
Heroes Fest
"I Nuovi Eroi"



OCTOBER 2015, MADRID
World Business Forum
"Story Makers"



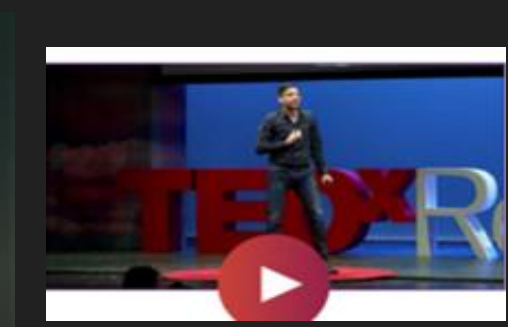
OCTOBER 2014, MILANO
World Business Forum
"Provocatori"



SEPTEMBER 2014, TOKYO
World Marketing Summit
"Creare un mondo migliore attraverso il Marketing"



JUNE 2014, SAN PATRIGNANO
LH Forum - Positive Economy Forum
"Positive Connections"



MARCH 2014, ROMA
TEDXRoma
"Out of the Box"

ALL SPEECHES AVAILABLE ON THE YOUTUBE CHANNEL



JANUARY 2023
Humanovability e creatività: intervista a Oscar di Montigny



JULY 2022, ATRI
Incontri d'autore – Oscar Di Montigny



JULY 2022, MILANO
Museo Diocesano
Credere e conoscere. Fede e ragione. Dialoghi con Julian Carron



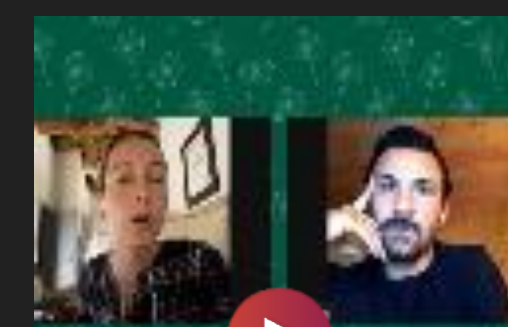
MAY 2022, MILANO
Libreria Rizzoli
6x2 moderati dal Sindaco di Milano, Beppe Sala



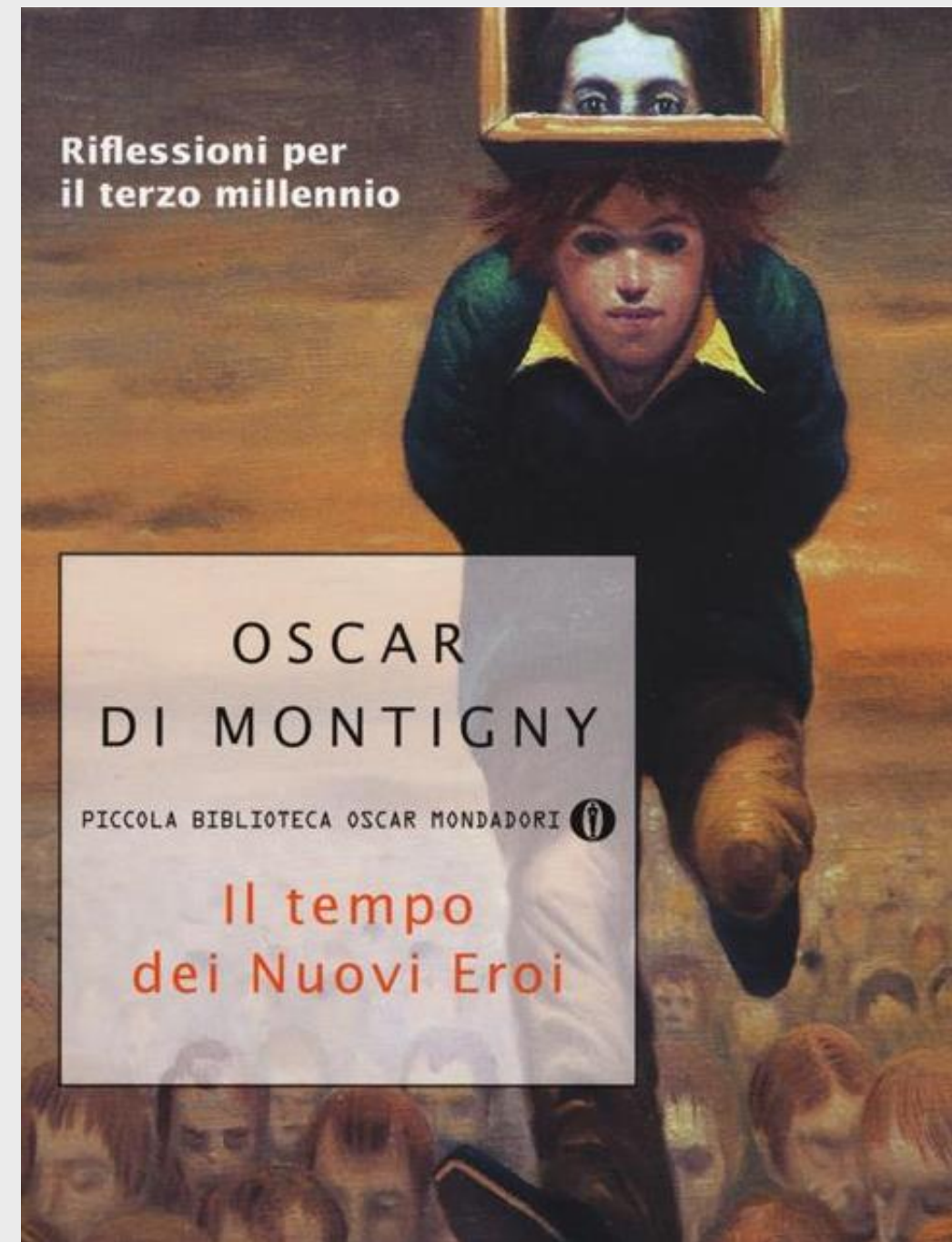
FEBRUARY 2022
@CasaSanremo2022
Writers



OCTOBER 2021
Strategia Digitale
«Nuovi Eroi ed Economia della Gratitude»



MAY 2020
Circolo dei Lettori
«Gratitude. La rivoluzione necessaria»



In 2018 I published my first book, "Il Tempo dei nuovi eroi", which explains the principles of the Spherical Economy and a completely new approach to the economy where the Human Being and Love are put back at the heart of our economic and social system. Every individual needs to work on themselves to evolve along a three-dimensional path made up of ideas, emotions and actions, helping to generate love, respect and gratitude, and to **Act-for-Good**.

"Il Tempo dei nuovi Eroi" has had 8 reprints, it was a **Piccola Biblioteca Mondadori bestseller** and has been available on Amazon since it was published. In January 2018 it entered the Mondadori bestseller series and had its **eighth reprint**. In June 2018 it was translated into Spanish and distributed by the RBA independent multi-channel communication group, which publishes in **50 countries**.



In April 2020 I wrote "**Gratitudine. La rivoluzione necessaria**", my second book published by Mondadori Electa, which investigates gratitude as a compass in contemporary and future society. Feeling gratitude and arousing it in other people will be the way to build new social, cultural and business models. A guide to the challenges of the future, a call for collective responsibility and an appeal to all the generations who will be living one of the most revolutionary periods in history, where climate change is looming over us, democracy is trembling, our collective life and the market are changing faster than our ability to adapt.



In May 2022, with Oscar Farinetti, I published "**6 x 2. Sei brevi lezioni da due maestri del marketing**", where, in six short lessons, accompanied by infographics and many practical marketing examples, we investigate the importance of words for more aware and effective corporate storytelling. We need **new words, for a new public, new markets and new results**. How are important are words when you're doing business? **Words are the most powerful tool we have** to make ourselves understood. And corporate storytelling – done well – has an extraordinary ability to inspire, to move, to transmit our values to the public, to collaborators and to customers. And also to find new paths for a new start after a crisis. Language is not neutral territory, it is beset by countless conflicts and offers extraordinary opportunities for peace: words don't describe reality, they often create it.



BLOG

Since 2010, I have been writing a blog entitled «[Reflections for the third millennium](#)», where I analyse the way the mega-trends of the future will determine new social and market scenarios.

RADIO

Since February 2018, I have presented “[The time for New Heroes](#)” program on Radio Italia, which I conceived and co produce for both radio and television



PODCAST

Since November 2019 I have collaborated with Forbes Italia on the «[0.0](#) podcast on the 4 mega-trends that will change the world. The podcasts are also available on Spreaker and Spotify.



CENTODIECI

SHOW



IL GIORNALE

SHOW



LINKIESTA

SHOW



PANORAMA

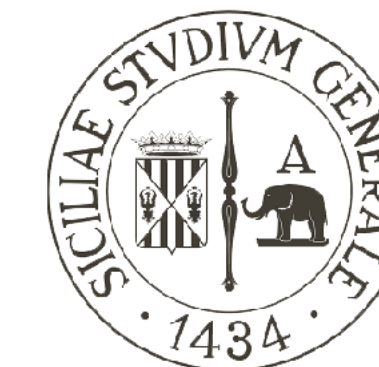
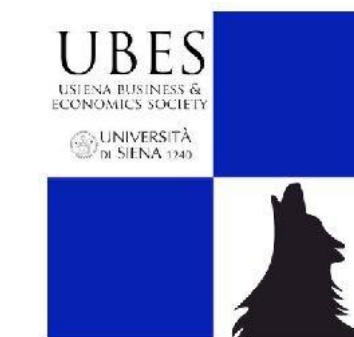
SHOW



COLUMNIST

I have been and am a **columnist** for Panorama, il Giornale, lettera43, Linkiesta, Radio Lombardia, Centodieci with [Pianetacentodieci](#), [lettera43.it](#).

I am also a contributor with **Radio Lombardia**.



In the 2016, 2017, 2018 academic years, I held the Economia 0.0 seminar at the Political Science Faculty of **Milan State University**, "Economy, Management and Quantitative Methods" Department on the "Innovation Management and Entrepreneurship" course.

I have given *lectio magistralis* at leading Italian and international universities, senior and junior high schools.



POLITECNICO MILANO 1863



I worked with many **national industry associations and organizations**, attending several of their events to offer new scenarios, visions and insights regarding Innovation, Sustainability and Positive Impact.





REGENERATION 20|30

Established in 2020 , and led by me and a group of 'enlightened' Italian entrepreneurs – Davide Bollati (Davines), Maria Paola Chiesi (Chiesi Farmaceutici), Andrea Illy (illycaffé) – together with the co-founders of the B Corp system (represented by Nativa and the Progress Foundation) and the Foundation for Sustainable Development, **Regeneration 20|30** is a unique alliance of business organisations, institutions, the academic community, non-profit organisations, spiritual leaders and individuals working together on a collaborative commitment. The coalition has the support of long-standing institutional partners, such as the United Nations Sustainable Development Solutions Network, chaired by Jeffrey D. Sachs; the Centre for Bhutan Studies; the Pontifical Academy of Social Sciences; ASVIS; and collaborates with the European Parliament.



A COALITION OF GLOBAL LEADERS

Regeneration 20|30 groups together businesses, institutions, and individuals involved in a collaborative effort. An economic, social, and environmental endeavour with a time span of 2020-2030.

The crisis we face requires us to build up this platform and launchpad for the **development of a regenerative economy through cooperation among all parties.**

We have 10 years to address and take concrete action in these three deeply interconnected areas:

Regenerative Economy, Climate Action & World Happiness.

REGENERATIVE ECONOMY



CLIMATE ACTION



WORLD HAPPINESS



#ITSMYCHOICE

I have been chosen as an official supporter in Italy of the **#ActNow campaign** in collaboration with AWorld, the app chosen by the UN, which sets out to raise individual awareness in order to promote a more sustainable lifestyle and contribute to the attainment of the 17 SDGs. In order to maximise commitment, I have created the **It's My Choice** team on the #AWorld app, involving my community.



EDUCATIONAL AND CULTURAL PROJECTS

I am a mentor on important **projects with a high educational and cultural impact**. In Italy, they include:

- Collaboration with Palermo City Council, on the occasion of its election as Italy's Capital of Culture in 2018;
- Collaboration with Matera City Council, on the occasion of its election as European Capital of Culture in 2019;
- Collaboration with Parma City Council, on the occasion of its election as Italy's Capital of Culture in 2020;
- In 2017 I was a member of the StartupItalia! jury for the election of the best Italian start-up in 2017, during the 2017 Open Summit, the top Italian event for start-ups and innovation.
- I am a member of the **Corporate Culture & Sustainability Committee of the Civita Association**;
- I was a member of the jury on the **2021 Siena Photo Awards**, won by Turkish photographer Mehmet Aslan for his photo "Hardship of Life".



PREFIGURING THE FUTURE

I worked on the development of the “Prefigurare il futuro” project [Prefiguring the Future], for educators at the Campania Juvenile Justice Centre. The aim of the project was to create an opportunity for reflection to help young people manage their emotions, educate them on affectivity and promote resilience in the age of COVID-19. The initiative was developed by the **Patrizio Paoletti Foundation for Development and Communication** in collaboration with the **University of Padua**, and with the support of the **Mediolanum Foundation**.

REFUGEE ACTION HUB

The **Refugee ACTION Hub** (ReACT), in collaboration with the **MIT of Boston**, will create a global hub to promote and provide **education for refugee populations**.

Since 2018, I have been a member of the jury of “**The Robot of the Year**” international competition.

I am involved in a number of social projects with prisons, rehabilitation centres, non-profit social solidarity bodies active in social welfare and healthcare, and humanitarian organisations like the Mediolanum Foundation.

I also work with a number of important organisations and communities, including the **San Patrignano Community**, the **Drug Addicts Rehabilitation Centre in Conegliano Veneto**, **Arca** and **City Angels**.





SAN PATRIGNANO

I am deeply grateful to the **Community of San Patrignano** and the experience it gave me back. In **2014**, in **2019** and then in **2021**, I was their **guest to listen to the voice of the boys, their stories, bringing each time a contribution** that flowed into a stream of analysis, debates, experiential comparisons, testimonies and tales of lived stories. Hours always dense, full of love, hope, joy, in which I brought **inspirations to give new light to the boys hosted in the community**, making them less fragile and more robust and resilient. Hours in which we activated our hearts, returning to the essence of our lives, to rediscover that most intimate and profound vocation that allows us human beings to become 'special souls'; aware of the responsibility that each of us holds in society and the immense pleasure of making ourselves a gift to the world.

SOCIAL WARNING THE OPPORTUNITIES OF DIGITAL CITIZENSHIP

As part of the training projects, I have been carrying out for years, I took part in the [European Digital Citizenship Day](#). An event organized on Twitch by the nonprofit association Movimento Etico Digitale that gave me the opportunity to exchange reflections **with over three thousand students** from high schools and vocational institutes with **the aim of helping them in approaching the world of work and stimulating them to build an awareness of ethical digital culture**. An osmotic exchange, which allowed me to give, but also to be able to receive and understand ideas, expectations, desires, fears and dreams of GenZ.



I contribute as an **angel investor, mentor** and **tutor** to the development and support of projects and start-ups for the generation of a **positive impact** on the economy, society and the environment.



Press



04/07
2022



L'ECONOMIA / CORRIERE DELLA SERA

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Banca Mediolanum launches the ESG thermometer: from 2023 a synthetic indicator, developed together with the Catholic University, will assess the impact on the sustainability of the relationship between the customer and the bank.



11/03
2022



ADNKRONOS

Apri
→



Innovation and the future takes the stage at Expo Dubai. Adnkronos and Oscar di Montigny, Chief Innovability & Value Strategy Officer of Banca Mediolanum and President of Flowe, discuss innovation and the future at Expo Dubai, the universal exposition staged until the 31st of March in the City of the Emirates.

Oscar di Montigny

