Giancarlo Pitocco

Professional-in-Residence, Bellisario College of Communications, Penn State University

Education & Academic Experience

- Penn State University
    - B.A., Communications & Minor in Information Sciences & Technology
- Professional-in-Residence, Penn State University (2025–present)
    - COMM 497: Strategic Thinking in Advertising & PR

Professional Experience

- Senior Artificial Intelligence Adoption Consultant, Covestro (2025–present)
- Co-Founder & Head of Product, CGC Leadership Institute (2019–2024)
- Creative Agency Partner, Meta (2016–2019)
- Partner & Chief Strategy Officer, KBS/Attention (2014–2016)
- Strategy & Marketing roles at Apple, Ogilvy, and MRY/Publicis

Speaking & Thought Leadership

Advisor and coach to Fortune 500 brands, global NGOs, and leading universities; invited speaker at the World Economic Forum, TEDx, and Harvard Business Review.

Clients & Partners

Category	Company
Technology & Media	Adobe, Meta (Facebook/Instagram), TikTok, Microsoft, Spotify, Amazon
Luxury, Fashion & Retail	Coach, Kate Spade, Moët & Chandon, BMW, Mattel/Barbie, Williams-Sonoma, Banana Republic, Crate & Barrel
Publishing & Education	Random House, Knopman Marks, NYC Department of Education
Healthcare, Science & Wellness	Genentech, Novartis, Eli Lilly, Divurgent
Financial & Professional Services	JP Morgan Chase, Lincoln Financial Group, Design Republic
Consumer Goods & Food/Beverage	Clorox, L'Oréal, AB InBev, Hasbro, Dunkin', Nestle-Purina
Agencies	Grey, JWT, Ogilvy, Publicis (MRY), Kirshenbaum Bond Senecal/Attention (KBS), We Are Social, OMD, Mother, Superfly, Learned Media, Dentsu