



Short bio for Luca Poma

(Last update: may 2013 – begin of professional activity in year 1990)

Luca Poma is a journalist and Reputational engineering consultant, based on non-conventional communication projects on-line and off-line, digital media strategy, corporate social responsibilities and crisis management.

Professional member of FERPI - Federation of Italian Public and Institutional Relations, and member of the Board of the Communication Club in Turin's Industrial Union.

Teaches Communications at level 1 Master *"Health Systems"* at the University of *"Milano Bicocca"*, and Digital communication strategy in Masters *"Business Communication and Institutional Relationships"* (Rome) and *"Communication and Digital Media"* (Milan) at the Business School of *"Il Sole 24 Ore"*.

He has taught at 132 lectures and study seminars in Italy.

Author for the group *"Il Sole 24 Ore"*, he has published eight books for different editors and about 150 articles and essays, including *"Complex Neural Network"*, and *"Crisis management: how to communicate the crises"*.

He released 250 interviews on TV and in the written press; the blogger Biagio Oppi calls him one of *"the 50 Italian faces of communication"*.

For his multi-stakeholder communication projects, in 2007 he collected the Silver Plaque of the President of the Italian Republic, and in 2011 the Public Affairs Award for *"excellence in communication"*, given in the Chapter Hall of the Republican Senate.

He contributed to planning communication strategies

for the World Peace March (www.marciamondiale.org), a social initiative to raise awareness about non-violence which, with another 300 events, covers 190,000 kilometres in 98 countries.

He has worked on projects developed in Benin, Jordan, India, Switzerland, France, Germany, the UK, Luxembourg, Monaco, Kenya, Brazil, Morocco, Tanzania, Malaysia, Uruguay, Argentina, Russia, Romania, Hungary, China, Taiwan, UAE and Columbia.

His work has been studied at Bocconi University in Milan and in another four Italian universities, where theses about his activities in public affairs and communication field were discussed.

During the Monti Government (XVI Legislature), he was the Advisor of the Italian Minister for Foreign Affairs, for whom he wrote the strategic communication plan "MAECOM 2013", and coordinated the activities of presence on the Ministry's 2.0 web and the most innovative promotion and public visibility occasions.

From April 2013, he will be a member of the work group for the Ministry of Defence's strategic communication policy.

He is Public and International Relations Advisor for the photojournalism agency "Magnum Photos".

"As Jan Jukes reminds us, a school of sardines is made up of tens and thousands of fish and, in its entirety, is bigger than a whale. In spite of appearances, however, the conduct of the school is never identical: at any given moment, a small minority "works against" to change direction and amend the agreed tendency. This act of disorder creates new unease in the school, but a growing number of sardines will pay attention to the new trend, and as soon as at least 20% are convinced that the new direction is better than the old one, it will start as an automated mechanism, and all the small schools will change direction at the same time and will surprisingly take the new route..."