



## **Short-bio: Luca Poma**

**(Latest update: March 2016  
active since 1990)**

Luca Poma is a journalist, a book author, an essayist and a Reputation management consultant, focused on non-conventional communication, digital media strategy, corporate social responsibility and crisis management.

He is a professional member of FERPI (Federation of Italian Public and Institutional Relations), and a board member of "Club Comunicazione d'Impresa" (the communication club of the Industrial Union of Turin) and of the association for medical and health information UNAMSI.

He has been a keynote speaker in 150 conferences and study seminars in Italy, teaches Communication Strategies at the First Level Master's Program "Health Systems" of the University of Milan Bicocca, Digital communication strategy for Master's Program "Corporate communication and institutional relationships" at the Business School of the financial newspaper "Il Sole 24 Ore" in Rome and Crisis Communication at Master's program "Communication, management and new media" at the University of the Republic of San Marino.

A writer for the "Il Sole 24 Ore" Group, he has published ten books for different publishing houses and more than a hundred articles and essays, including "CSR 2.0: 15 rules for a new business model", "New tools for CSR: Complex neural networks", "Crisis management: how to communicate crisis" and "The sex appeal of digital bodies".

He is a columnist and correspondent for Italian and international magazines and radios on the themes of communication and sustainability. He released 200 TV and press interviews; Biagio Oppi's blog lists him amongst the "Top 50 faces of communication in Italy".

In 2007, the President of the Italian Republic awarded him with a Targa d'Argento (Silver Plaque) for his multi-stakeholder communication projects.

In 2011, Poma won the "Public Affairs Award" for "Excellence in communication", held in the Sala Capitolare of the Italian Senate.

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His projects on sustainability and transparent accounting won several awards: "Ethic Award Sole 24 Ore", "Buone Prassi Unioncamere Lombardia", "Sodalitas Social Award", "Piazza dei Mercanti Camera di Commercio di Milano", "Awards for Excellence Confindustria", "Milano Produttiva Camera di Commercio", "Grandesign Etico", "Premio Etico Plana", "European CSR Award Scheme", "Vedogreen Award", "Le Tigri Grand Thornton", "Impresa Responsabile Unioncamere".

He contributed to designing the communication strategies of the World Peace March ([www.marciamondiale.org](http://www.marciamondiale.org)), a social awareness initiative about nonviolence, with more than 300 events covering 190,000 kilometres and 98 countries.

He has been working since 1990 on projects in Benin, Jordan, India, Switzerland, France, Germany, Great Britain, Luxembourg, Principality of Monaco, Kenya, Brazil, Morocco, Tanzania, Malaysia, Uruguay, Argentina, Russia, Romania, Hungary, China, Taiwan, UAE and Colombia.

His work has been studied at the Bocconi University in Milan and in four other Italian universities. His activity and his public affairs/communications strategies have been the subject of academic dissertations.

During the XVI Italian Legislature, he was the Advisor of the Italian Ministry for Foreign Affairs: he wrote the "MAECOM" strategic communication plan and coordinated the presence of the Ministry on the web 2.0, planning the most innovative occasions for promotion and public visibility. In April 2013 he was appointed to the work group for the development of the strategic communication policy of the Italian Ministry of Defence.

He is a partner of the sustainability network "Lifegate" and the Public and International Relation Advisor of the photojournalism agency "Magnum Photos ®". He volunteers as the national spokesman of the Committee "Giù le mani dai bambini" (Hands off the children)®

*"As Ian 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, as an automated mechanism, all the small schools will change direction at the same time and will surprisingly take the new route..."*