

Domenico Greco

MBA, Innovation & Startup Thinker



I was born in South of Italy on the 24th of May, 1974 and I used to live in different regions of the country. After my degree in Economics at University of Rome, I had my first work experience in a business consulting company in London (UK), then I came back to Italy to start my entrepreneurial journey. In 2013 I got my MBA at SDA Bocconi of Milan. I have held various positions in my professional journey as: entrepreneur, marketing & sales manager, managing director, advisor, consultant.

“Your purpose in life is to find your purpose and give your whole heart and soul to it”

Inspiration & Mission

I wish to offer all my support and my help to new entrepreneurs to make wonderful innovations in our lives.

Brief Background

I deal with Marketing and Business Innovation since 2000, with experience in Italy and abroad (UK and USA). As entrepreneur, my first challenge was to innovate the CRM (Customer Relationship Management) of retailing companies operating in mature and competitive end-markets. My CRM experience culminated with international acknowledgment in 2009th (International Conference of Data Mining, Pisa) and 2010th (TLs Summit, Los Angeles) as CRM Champ of the first case of multichannel CRM Strategy effective implemented in the Automotive retailing in Europe. In 2012 I started a consulting business full based on innovation, supporting other companies, especially startups, developing a continuous innovation flow through Customer Value Management and Business Analytics. In the meantime, I took my Master's degree in Business Administration (MBA) in 2013 at the SDA Bocconi in Milan. The "startup world" represents an ideal ecosystem for my attitudes and skills about triggering continuous innovation, new market approaches, managing projects in strong uncertainty and validate effective product solutions from scratch. Nowadays, as “Lean Acceleration Advisor” I collaborate with major universities both national and international and, of course, with many young and attractive businesses with the aim to convert good ideas and good teams in valuable startups and then in profitable companies.

Retrospectives & Perspectives

My passion for new business ventures and in general for innovation has led me to support and organize various companies starting up. Today I'm implementing business coaching methodologies inspired by modern pedagogical concepts like Visual Thinking and Lean Thinking, new perspectives based on learning immediately through prototyping and rapid experimentation; fundamental elements for any startup in the process of searching for a “definitive business model”. In accordance to these cultural perspectives, today I'm involved in “SOLA Project”, an international partnership of eight universities – including Unicamp – aimed at the conception and definition of training modules for incubator managers inspired by the most modern methods of “Lean Startup Acceleration”.