

Elisabetta Serraiotto
Strategic Mkt and Communication Advisor

International Marketing & Communications expert with more than 20 years' experience in the food industry, leading national and international projects to increase brand awareness and drive sales. Skilled in brand strategy, brand repositioning and PR, Elisabetta Serraiotto holds a Bachelor of International Political Science and a Marketing & Communication Certificate from the University of California, Berkeley.

She was the head of marketing at the Grana Padano Protection Consortium (the most consumed hard cheese worldwide and the biggest PDO Consortium in Europe) responsible for coordinating all national and international communications, promotional marketing campaigns worldwide, together with national and international big Events. Her experience includes extensive knowledge in international public relations, having actively coordinated projects in EMEA (Germany, France, Spain, Great Britain, Emirates), the Americas (Canada, United States), and APAC (China, Japan).

Passionate about gastronomy, Elisabetta Serraiotto had the chance to work with many of the Italian PDO and PGI products, and many of the most popular Michelin Star chefs in the world, creating special projects, activations and events promoting not only Grana Padano, but also the 'Made in Italy' system, products and territory. She is skilled at creating collaborations with multiple partners to align with a brand's purpose and message, adding extra value to the client's projects.

After a brief experience at the Colangelo & Partner Food & Wine PR Agency in New York to launch the Food Division, today she is the Strategic Mkt and Communications Advisor for both the Protection Consortiums of the Traditional Balsamic Vinegar of Modena PDO and the Balsamic of Modena PGI.