

**PIERO ARMENTI**  
**FROM JOURNALIST  
AND TOURIST, TO  
INFLUENCER AND  
ENTREPRENEUR**

## ABSTRACT

PIERO ARMENTI IS AN ITALIAN BORN JOURNALIST, ENTREPRENEUR, AUTHOR AND INFLUENCER WHO LIVES AND WORKS IN NEW YORK CITY, USA. BORN IN SALERNO, ITALY, PIERO'S EDUCATION AND EARLY CAREER LED HIM TO STUDY AND WORK IN THE FIELDS OF JOURNALISM AND LAW.

Following his studies and early work experience, which included a six-month internship with a law firm in Italy, Piero realised a career in law was not the kind of life he wanted for himself. In turn, he decided to travel and seek a different and more fulfilling path. Piero's travels took him to New York City (NYC), a city he'd visited just once before.

The skills and knowledge Piero gained during his early years studying and working stayed with him throughout the course of his career, shaping his entrepreneurial mindset and resiliency. They are skills that he would use time and again throughout his journey, both as an entrepreneur and as an influencer.

Focused on building his first business in New York City, in the tourism industry, Piero never intended to become an influencer. Over the course of his career, however, Piero's personal brand grew and became organically interconnected with his business, ultimately making both endeavours more agile and resilient when faced with challenges. At the beginning of 2022 Piero faced his greatest challenge of all when the COVID-19 pandemic hit, an inconceivable event that stopped the tourism industry, and the world, in its tracks. Piero quickly realised that, despite the many challenges, the 'new normal' that emerged during the pandemic, in terms of people's interests and behaviours, presented new opportunities for Piero to consider.

In 2022, as the world gradually re-opened, Piero was looking forward and thinking about different ways and ideas of how to grow, diversify and monetise his ventures, both as an entrepreneur and as an influencer. However, several questions kept him awake at night that needed to be answered.

This case is for educational purposes and is not intended to illustrate either effective or ineffective management of an organisational situation. The situations and circumstances described may have been dramatized or modified for instructional purposes and may not accurately reflect actual events.

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**Biography**

Paolo teaches Strategy, Consulting and Sustainability at UCL School of Management, where he is also a member of the School's senior management team.

Before UCL, Paolo spent six years at Imperial College London, where he is still a Visiting Professor. Paolo's research on corporate sustainability is internationally recognised, and his books internally appreciated. Outside of the academy, Paolo has significant consultancy experience in the fields of strategy, education, and sustainability. Today, he advises influential organisations in the UK, Italy, the US, Canada, and India.

His projects, quotes, and opinions have been featured over 250 times in media outlets like The Financial Times, Forbes, Sole 24 Ore, Sky News, Mediaset, and CNN.

In 2018, Paolo was chosen by the influential website Poets & Quants as one of the world's top 40 business school professors under the age of 40. In 2021, Paolo was indicated by Italian's leading business daily Sole 24 Ore as the most influential Italian under the age of 40.

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**MELINA CORVAGLIA-CHARREY****Biography**

Melina is a Research Assistant at UCL School of Management, where she works on various projects focused on business strategy and sustainability. Melina also works for Enovation Consulting Ltd. as a Sustainable Content Marketing Strategist. Previously, Melina worked in the Media Sponsorship & Marketing field for 15+ years, collaborating with Fortune 500 companies to develop strategic and results-driven partnership marketing campaigns