

BURSON-MARSTELLER

Gigliola Ibba
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Gigliola Ibba is founder and managing director of Burson-Marsteller's Milan office which has grown to be Italy's largest public relations agency. Ms. Ibba has been in public relations for over 25 years and specializes in counseling clients' senior management on corporate positioning and the development of mission statements.

Aside from her work with corporate and consumer accounts, Ms. Ibba has provided counsel to a vast array of entities - from governments and ministries to multinational private companies. Ms. Ibba's broad cross-section of clients have included the governments of Spain and Ireland; health and defense ministries; Italian Chambers of Commerce; Renault; Firestone; Ciba-Geigy; Glaxo; Kraft; Quaker Oats; Unilever; Palmolive; Gillette; Wührer beer and Lanerossi textiles.

Previously, Ms. Ibba was managing director for Hill & Knowlton/Italy. She graduated from the Sorbonne in Paris and holds a masters in foreign languages from the University of Pennsylvania.