

Stefano Trupia
Brand2live CEO and PIBD Training.com founder

Making a difference by being different is Stefano's credo.
Clients endorse him as a pragmatic yet visionary professional,
driven to help people and organizations succeed.

Working over 17 years as a Sales Executive with some of the world's top airlines including KLM, Air France, Iberia, Alitalia and VolareWeb, Stefano learned the importance of brands establishing powerful market positions and then messaging them consistently. That was his inspiration to found BRAND2LIVE, the premier brand experience company in Italy, in 2006.

In 2013, Stefano brought his expertise and drive for excellence to the consulting team at Corporate Visions. He helped some Top 1000 Fortune company's sales executives to hit quotas, clients included GSK, Abbott, Oracle, Mastercard, GE healthcare, Veeva, Tsystem, Bayer, Covestro, Wind Telecomunicazioni etc...

Learning that more than 80% of B2B & B2C sales conversations ends nowhere, was the inspiration to create PIBD Training, the incomparable sales method to convert a larger number of prospects into buyers. Clients like Treccani, Givenchy, MPS Belgium, IdeaBellezza and more, endorse it as the most effective sales conversation's method to pragmately raise sales productivity.

A recognized leader of complex teams, Stefano is a proven sales and marketing executive, passionate trainer, successful entre-preneur, and creator and organizer of two Guinness World Record-setting events. Both clients won International Brand Awareness Awards – and increased market share and sales productivity – thanks to his creativity. Other clients have included Ford, Unilever, Mazda, MetLife, Banco Popolare, Turismo Spagna etc...

Stefano is co-author of Run Your Business Smartly, the first Italian e-Learning guide to help small-to-medium sized companies win in tough economic times.

His broad educational background includes English, French, and Spanish schools, with his studies at ITIS G. Galilei (Rome) focused on Telecom and IT.

Passionate about neuroscience latest studies and obsessed by travelling around the world to learn from distinct cultures and point of views.