



Nicoletta Marchiandi Quatraro

Nicoletta is an accomplished leader with a rich 15-year career dedicated to innovation, business expansion, and ecosystem development. She currently holds the position of Head of the Innovation Unit within the Business Promotion Area of the Turin Chamber of Commerce. Throughout her tenure, she has consistently played a pivotal role in driving transformative initiatives at the forefront of her organization.

Her professional journey is characterized by her role as a catalyst for digital transformation, managing initiatives that have boosted businesses in the digital era. Her portfolio includes the strategic design and management of innovative business support and granting programs, with a specific emphasis on fostering the growth of high-potential and innovative enterprises. Nicoletta has earned recognition for her proficiency in securing and managing EU and Local SME funding.

Her main skill lies in her capacity to cultivate and grow innovation ecosystems: her role as a strategic facilitator, enabling the formation of impactful business alliances that rejuvenate the local startup and digital landscape has led her to steering positions in EU business support networks.

In recent years, she has broadened her horizons to become a staunch advocate and practitioner of sustainability transition and green business models. She champions sustainability through innovative programs, promoting for the adoption of environmentally responsible inclusive practices and the integration of green technologies within businesses.

Nicoletta's overarching vision is firmly aligned with the global imperative for sustainability. She is enthusiastic about shaping the future, not only by driving innovation but also by ensuring that this innovation is executed in an environmentally and socially responsible manner."