

Stefania Siani is Serviceplan Italy's new CCO

Serviceplan Group has appointed Stefania Siani as CEO and chief creative officer of Serviceplan Italy. Siani joins Serviceplan Italy from DLV BBDO and Proximity BBDO, where she held the position of vice president and chief creative officer.

She will be tasked with strengthening Serviceplan Italy's leadership team and will work closely with existing CEO Giovanni Ghelardi. Regarded as one of Italy's most celebrated creative talents, Siani began her career as a copywriter for DDB and work for agencies such as Ata De Martini & C., Red Cell as well as DLV BBDO and Proximity BBDO as executive creative director in 2008.

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