

# Francesco Federico JD, FCIM

Chief Marketing Officer, S&P Global

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## *Press Bios — Tiered Lengths*

*Use the version that fits your format. All bios are pre-approved and may be reproduced verbatim. For any edit beyond trimming, please request approval at the contact above.*

## **Short Bio — 50 words**

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*For panel intros, contributor lines, social bios.*

Francesco Federico is Chief Marketing Officer at S&P Global and the author of The Agentic CMO and Cited. He writes Chronicles of Change, a weekly newsletter on AI's impact on marketing, and has been named CMO to Watch 2025, a Financial Narrative 50 Winner, and one of The Drum's Top 100 B2B CMOs.

## **Medium Bio — 150 words**

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*For programme notes, podcast show notes, contributor pages.*

Francesco Federico is Chief Marketing Officer at S&P Global and the author of The Agentic CMO and Cited. — two books on how marketing leaders orchestrate human and artificial intelligence as a unified force.

His career spans twenty years across enterprise and start-ups. He co-founded three companies in Milan, including Shreppy, later acquired by Telecom Italia, before holding senior digital and marketing roles at Vodafone, Acer, and JLL. At JLL he architected the global martech stack and delivered the first conversational AI capability in commercial real estate.

Francesco publishes Chronicles of Change, a weekly newsletter read by senior marketers and transformation leaders. He is a Fellow of the Chartered Institute of Marketing and a member of the World Economic Forum Strategic Communicators Exchange. Named CMO to Watch 2025, a Financial Narrative 50 Winner, and one of The Drum's Top 100 B2B CMOs.

## **Long Bio — 300 words**

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*For press releases, conference programmes, full features.*

Francesco Federico is Chief Marketing Officer at S&P Global, the global financial and energy intelligence firm, and the author of The Agentic CMO and Cited.

His writing distils twenty years of practice across enterprise and start-ups. He co-founded three companies in Milan — including Shreppy, later acquired by Telecom Italia — before moving into senior digital and marketing roles at Vodafone, Acer, and JLL. At Vodafone he launched the first My Vodafone self-care app, adopted by 90% of the addressable customer base and rolled out across nine European markets. At Acer he built a real-time dynamic pricing algorithm that grew e-commerce revenues 25% while cutting sales costs 10%. At JLL he architected the global martech stack and delivered the first conversational AI capability in commercial real estate, lifting conversion 50% year on year and underwriting an investor marketplace that now handles billions in real estate transactions.

The Agentic CMO sets out the operating model, governance, and skill mix marketing leaders need to orchestrate human and artificial intelligence as a unified force. Cited. pivots the argument into a practical GEO manual on how brands earn citation in AI answers. Chronicles of Change, his weekly newsletter, is read by senior marketers and transformation leaders.

Francesco is a Fellow of the Chartered Institute of Marketing and a member of the World Economic Forum Strategic Communicators Exchange. He sits on the editorial board of the Journal of Digital & Social Media Marketing and has been named CMO to Watch 2025, a Financial Narrative 50 Winner, and one of The Drum's Top 100 B2B CMOs. He holds a Doctor of Law from Università Cattolica del Sacro Cuore in Milan, with a thesis on AI in legal practice, and executive education from Harvard, IMD, IE Business School, and INSEAD.

## Speaker Introduction — read aloud

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*For event MCs and podcast hosts. Designed to be read on air.*

*Please welcome Francesco Federico — Chief Marketing Officer at S&P Global, author of The Agentic CMO and Cited., and the writer behind Chronicles of Change. He works at the intersection of marketing leadership and applied AI.*

*Name pronunciation: fran-CHESS-ko fed-eh-REE-ko. · Booking and press: francesco@francescofederico.net · Updated 2026.*

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