

Daniele GROSSO – CV

Daniele Grosso is the marketing manager of Prima Additive, a specialized Prima Industrie Group company focused on producing industrial systems for additive manufacturing and other advanced laser processes. Graduated in international relations and with a post-degree master in business internationalization, Daniele Grosso has been involved in the launch and growth of the Prima Additive brand since the company was founded in 2018. In these six years he has supervised the correct positioning of Prima Additive products within the market, identifying strategic partnerships for business growth, and creating the company's communication strategy. In addition to his experience in the company, since 2021 Daniele Grosso has been adjunct professor of Digital Marketing at the University of Turin, where he combines practical and theoretical activity and carries out research in the field of B2B marketing