



Giorgio Bianchi

Managing Director | Head of Italy



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Europe



Milan



Italian, English, Spanish, French

areas of expertise:



asset management
financing + investment
project development

Giorgio Bianchi is a hospitality expert with about 20 years of experience in hospitality management and consulting. He joined the PKF hospitality group in 2016 to head the Italian consulting office located in Milan. In his capacity as Managing Director, he heads the overall consulting activities in Italy.

Prior to joining the PKF hospitality group in Milan, Giorgio was founder and CEO of R&D hospitality for almost ten years (2006 to 2016). Within R&D, he was responsible for advisory services in investment projects in the tourism industry in Italy and abroad on behalf of various clients, including hotels, hotel groups, public bodies, private investors, companies, and financial groups. Moreover, he oversaw and conducted market studies, feasibility studies, business evaluations, investor search activities and business plan development.

Giorgio graduated with a degree in Communication and Marketing from IULM University and earned an executive education certificate in advanced marketing from Cornell University School of Hotel Administration in Ithaca, New York. Giorgio is Adjunct Professor at IULM Milano and SDA BOCCONI, Milan, for a general hospitality management course.