

Andrea Demodena
Promotion Magazine

Editor and Managing Director of Promotion Magazine, Andrea Demodena has a background in economics and literature studies.

After attending Economics and Management courses at Università Cattolica, he graduated with full marks in Modern Literature at the Università degli Studi of Milan.

He starts writing for art magazine and afterwards, starting from the early 90s, he perfects business to business communication thanks to collaborations with editors, technical and non-technical experts, from Tecniche Nuove to Condé Nast to Secolo XIX.

Since the end of the 90s, he specializes in marketing and communication collaborating with Il Sole 24Ore Business Media and later on with Promotion Magazine, where he has been called to cover the role of managing editor since 2000.

He cooperates on marketing issues with Università di Parma, Department of Economics and Management.

At the end of 2014, he establishes the Pop Up Media publishing company and takes over Promotion Magazine. The content offering - which provides the paper and on-line edition, meetings and events - is focused on the world of marketing and communication.