

# MARIA MAZZONE



**Accenture Customer Innovation  
Network Milano Lead  
Innovation Lead on Global  
Accounts**

**CPG/Retail Industry Expert**

## AREAS OF EXPERTISE

- Strategy and Market Innovation for CPG, Retail and Fashion
- Innovation and Transformation Management
- Metaverse
- Beauty and Retail Subject Matter Expert

## ADDITIONAL SKILLS

- Foreign languages (Italian, English, French, Mandarin Chinese, Russian, German, Spanish)
- Design Thinking and Customer Journey Design
- Complex Project Management

## BACKGROUND

Maria is a Managing Director with deep industry expertise within and outside Accenture. She currently leads the Accenture Innovation Center in Milan and holds several innovation roles at different clients. She is also leading all efforts on some key industries with regards to the Metaverse. Prior to this she had been managing the Consumer Goods industry at Accenture.

As the **Customer Innovation Center Lead**, her role entails managing a large team and a complex business in order to :

- Leading client engagements to support **rotation to the new** for major CPG and Retail companies
- Redesign of **customer journeys and innovation center scenarios**, scouting and incubation of new **technology** and **start-ups**
- **Innovation-as-a-service** advisory work on all consumer-focused industries (including innovation horizons planning)
- Managing e2e **business planning and economics** for a center of 50+ people and 600+ sessions per year

As the **Innovation Lead** on key **global accounts** her responsibility covers capturing client needs and ensuring Accenture is bringing the **best of innovative approach and solutions** to any area of their value chain, to support their **transformation** leveraging the best of the internal and external ecosystem and a deep industry expertise. This includes a leadership role in the Strategic Growth Initiative on **Metaverse** as both an accelerator for growth and enabler for innovation and collaboration.

Her previous role as **Global Industry Strategic Program Management for Consumer Goods**, or industry COO, included:

- Driving all **Strategy and Thought Leadership** production for the industry (market analysis, trends insights, value targeting )
- Key role in designing **industry organization and business services**, as well as running **operations**.

Maria's other roles external to Accenture have included:

- **American Express Corporate Services** – Fashion Industry Lead and Account Development Manager
- **Unicredit Group- Strategic Partnership** – CPG Industry Lead – Responsible of Partnership as a new Business Model

## Public Speaking Engagements:

Retail Tech Congress, NRF , Adam Smith Society, The Retail Institute, Giflex (Association of Italian Packaging Companies) ,The Oxford and Cambridge Society, IULM University and many others.

Academic achievements:

- Harvard Business School Disruptive Strategy Certification
- University of Oxford MPhil in Social and Cultural Anthropology