



Giorgio Bianchi, GBD

Global Business Development

Boutique Advisory in Hospitality & Strategic Investment



+39 0255012262



+39 3478605567



giorgio@gbdevelopment.it



Europe



Milan



Italian, English, Spanish, French

Areas of expertise:



business development and new projects + development of new formats for events related to tourism, hospitality and investments + strategic consulting + account management + research and relations with investors, hotel brands and public and private stakeholders + hotel evaluations + business planning + budget development + project management + team leadership + mentoring and training

With almost thirty years of personalized consulting experience, I have built trusted expertise in Hospitality and Strategic Investment, successfully driving initiatives in development, branding, and strategic growth.

I joined PKF hospitality group as Managing Director and Partner and currently serve as Global Business Developer. Prior to this, I was the Founder and CEO of R&D Hospitality for ten years, where I oversaw consulting services for investment projects in the tourism sector, both in Italy and internationally. My clients included major hotel groups, public and private investors, corporations, and financial institutions.

I'm also the Founder and CEO of 196+ forum Milan, the leading hospitality conference in Italy and Europe, dedicated to tourism, investment, and design. Today, I continue to support the forum as a Business Developer, focusing on partner and sponsor engagement.

In terms of education, I'm a Bocconi Academic Fellow, teaching a course in General Hospitality Management. I'm a guest speaker at international universities and the author of numerous reports and publications in the hospitality industry. I'm also a member of RICS (Royal Institution of Chartered Surveyors).

I hold a degree in Communication and Marketing from IULM University, and later earned an Executive Training Certificate from the Cornell University School of Hotel Administration in New York.