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Roberto Adriani is Senior Partner of Heritage House Reputation Architects, consultancy firm operating in the corporate reputation, crisis communications, corporate social responsibility and business education fields.

Heritage House is part of PROI Worldwide, the world's largest communications partnership with more than 5,400 staff servicing 8,200+ clients and net fee income of US\$ 868+ million.

Roberto specializes in Crisis Communications and Public Affairs programs for global companies operating mainly in the life sciences, chemical and food industries.

From 2002 to 2014 he led the Crisis Communications and Public Affairs Business Unit at MSL, part of the French communications group Publicis.

Roberto Adriani is also Adjunct Professor of Languages of the Media at The University of Milan (Università Statale di Milano) and teacher of Crisis Communications at Accademia di Comunicazione business school, in Milan.

He got a degree in Political Sciences at the University of Pisa, with a specialization in international relations, and a masters' degree in Corporate Communications in Milan.

Affiliations

Italian Journalists Guild

EUPRERA European Public Relations Education and Research Association

FERPI, Italian Federation of Public Relations

Member of the international jury of the Romanian PR Award.

