

TULLIO SIRAGUSA

FOUNDING PARTNER OF AICMO

ABOUT TULLIO

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[The Bliss Business Podcast](#)



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A seasoned business strategist, author and speaker, Tullio Siragusa is renowned for integrating disruptive technologies with emotional intelligence to drive transformative growth. As a **Founding Partner of aiCMO** (AI Chief Marketing Officer, found at [aiCMO.io](https://aicmo.io)), Siragusa has applied his expertise in Design Thinking to the platform. Design Thinking is a human-centered approach to problem solving that demands agility, collaboration and the ability to adapt in real time.

As **COO of Zero Company** and **Founder of Inventrica Advisory**, Siragusa shares his insights through various platforms, including **The Bliss Business Podcast**, where he explores empathy in leadership and the future of work. His writings challenge conventional thinking and inspire change.

Siragusa's deep commitment to promoting a human-centric approach to innovation exemplifies his ethos through significant roles as an Advisory Board Member to the **University of California, Riverside**, Design Thinking Executive Program, as Co-Founder of **RadicalPurpose.org**, as well as an Advisor to **University of San Francisco, School of Management**, Digital Marketing Program. His role as a Board Advisor at **AI2030.org** amplifies this commitment, steering AI development towards a horizon of sustainability and ethical practices.

Through his multifaceted endeavors, Siragusa has helped organizations achieve billions in revenues, create purpose-driven cultures and pioneer new standards for leadership and innovation.

ABOUT AICMO

aiCMO reimagines marketing by pairing cutting-edge AI with purpose-driven strategies that forge lasting connections. Created by industry leaders at Zero Company, aiCMO's mission is to help brands achieve real, meaningful results without compromising their values. To learn more about aiCMO, visit [aiCMO.io](https://aicmo.io).