

## **Simonetta Carbonaro, Italy/Germany**

is an expert in consumer psychology, comfort science and strategic design management. She does research in the area of consumer behaviour forecasting the directions consumer culture is moving in by analyzing broad socio-cultural patterns. She is a member of the European Cultural Parliament and of the Domus Academy Research Centre in Milan, and is also Professor for Humanistic Marketing and Design Management at the Swedish Textile Schools University College of Borås in Sweden. For more than ten years Carbonaro has worked as a consultant on innovative branding strategies and is today a Partner at REALISE, the business consultants firm based in Germany, where she is actively involved in Value Branding and Strategic Design.