



**Nick Marullo, President & CEO,
CINCO**

Before becoming President & CEO of CINCO (wearecinco.com), Nick worked as a special advisor to presidents and senior executives at GE information Service Europe, Africa, and Middle East (world leader in online services), Cognicase (Canadian leader in online services) and BioCapital (venture capital).

Nick is now responsible for Cinco's international expansion (US, China, Japan, UAE, and

Europe) and CincoLab, our R&D unit that integrates bleeding-edge innovations (AI, AR, NFT, MR, Metaverse environments, and xSpace) into Brand Experiences and Sponsorship Programs. Nick is regularly invited as a keynote speaker for various executive MBA programs and other international conferences about brand activation, sponsorships marketing, and more recently on subjects like the Road to the Metaverse in Marketing and Sponsorship Programs.