



## Giorgio Bianchi

Director | Head of Italy



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Europe



Milan



Italian, English, Spanish, French



areas of expertise:  
asset management  
financing + investment  
project development

Giorgio Bianchi is a hospitality expert with about 20 years of experience in hospitality management and consulting. He joined PKF hotelexperts in 2016 to head the Italian hotel consulting office located in Milan. In his capacity as Director, he heads PKF hotelexperts' business activities in Italy along with being responsible for valuation, operator search and general consulting services.

Prior to joining PKF hotelexperts in Milan, Giorgio was founder and CEO of R&D hospitality for almost ten years (2006 to 2016). Within R&D he was responsible for advisory services in investment projects in the tourism industry in Italy and abroad on behalf of various clients, including hotels, hotel groups, public bodies, private investors, companies, and financial groups. Moreover, he oversaw and conducted market studies, feasibility studies, business evaluations, investor search activities and business plan development.

Giorgio graduated with a degree in Communication and Marketing from IULM University and earned an executive education certificate in advanced marketing from Cornell University School of Hotel Administration in Ithaca, New York. Giorgio is Adjunct Professor at IULM Milano and SDA BOCCONI for a general hospitality management course.