**From boxing to global marketing, Venanzio Ciampa's American dream**

"The punches I experienced in boxing helped me understand that I could get up. Because there's nothing more fiercely poetic than boxing and basically, at work, it's what I still do: a boxing that's a little different but always boxing. " Boxing, journalism, and events. This is the past and present life of Venanzio Ciampa, an Italian-American entrepreneur from New York who deals with promotion and communication. His story, however, was not linear at all. Born in the United States but raised in Italy, between Calabria and Rome, Ciampa tries to break through in boxing, a road abandoned early in America because, as he explains, "here were many guys stronger than me". Ciampa works first in RAI as a journalist and producer, and then creates a branch of Cinecittà in New York - through a collaboration with Martin Scorsese - and starts selling Italian films in the USA. Participating in one of these events, he gets contacted by the Swatch group, which entrusts him with the task of relaunching the Omega brand. Here begins a long career in the world of marketing and communication, culminating with the creation in 2004 of an independent business. Ciampa creates The Promotion Factory, a communication and marketing agency in the heart of Manhattan. The agency, which employs 12 people, has among its customers some global brands such as Gucci and Girard Perregaux. He deals with social media, manages advertising campaigns, events, public relations, more generally marketing activities. "To break into America - he explains - we need to offer something more, different. And we Italians from the creative perspective are advantaged, it comes naturally to us, belongs to our culture. To win in this market, however, this is not enough, you have to open your mind, abandon your habits and get to know the American reality ". Reality that Venanzio Ciampa has learned by starting to work very early to pay for his studies. "I did a bit of everything, I collected garbage, I was also a glassmaker". Different experiences but also a lot of relationship life, day and night, to develop an important chain of contacts. Today his communication agency contributes to "launch" talented young people into the world of work, "If there's one thing I'm proud of, I've shared my knowledge. For years, through my agency, I have helped trained and pushed young people who have moved from here to the communication business. " Even with a professional life overseas, Italian connection still remains: a small family-run business in Calabria where Ciampa produces extra virgin olive oil Ciampa Antico with his brother.