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Florencia Giulio

Expert in Innovative Financing for the Arts and Cultural Sectors

Florencia Giulio has over a decade of experience in cultural and creative industries funding, specializing in impact investing. She founded Pulso, a creative finance studio dedicated to making the arts investable through research, strategic consulting, ecosystem building and mobilizing catalytic capital.

Recognized by Forbes magazine as Argentina's "High Impact Youth" in 2017, her career includes key leadership roles as Head of Finance at Finca Flichman, member of the Chief of Cabinet team at the National Endowment for the Arts, and Director of Strategic Partnerships and Investment at Fundación Compromiso.

Florencia also serves as a Board Member at ITAC and is an international speaker, notably at TEDx, G20, GSG Global Impact Summit, FLII, JP Morgan, Danone and Oxford University. She is a jury member and mentor at creative incubators and art funds.

She holds a B.A. from UADE University and was awarded a scholarship for the M.M. in International Arts Management from HEC Montréal (CA), SDA Bocconi University (IT) and Southern Methodist University (US). Florencia is a scholar from Oxford University and an Art Management Resident at the ECA during the Art Venice Biennale 2022.