



ENHANCE YOUR LEADERSHIP
THROUGH

PERSONAL BRANDING

STRATEGY & STORYTELLING

Would you like to define what makes you unique and communicate it clearly within your healthcare or education environment?

Would you like to translate the trust and credibility you have built into the digital space?

Are you looking to connect with your stakeholders and communicate the value you bring to your organization?

Would you like to enhance your positioning, increasing your influence and generating new opportunities, even with those who already know you?

Are you looking to establish a consistent digital reputation aligned with your role and your organization's objectives?

VALENTINA FRANCISCO.

Psychologist & Business Advisor

English - Spanish - Italian

Aurora Consulting

www.consultingaurora.com

WE SHAPE YOUR PERSONAL BRAND INTO A

Leadership tool

Grounded in authenticity

We work on your **brand identity**

and translate your personal value into a

Strategic asset

We define and elevate your Professional Presence in the digital environment of your field, increasing your influence for both you and your organization.



- This process allows you to connect with your key stakeholders as a strategic resource for long term vision, while strengthening your positioning over time.

- As your ideas, expertise and insights become visible within your healthcare or education ecosystem, your digital reputation and authority open new opportunities aligned with your professional goals.

CONTACT

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The logo for Aurora Consulting, featuring the word 'AURORA' in a large, blue, serif font. The 'A' and 'R' are significantly larger than the other letters, and there is a small yellow dot at the end of the 'A'.

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Valentina Francisco, Psychologist & Business Advisor

Founder of Aurora Consulting

Psychologist and Business Advisor specialized in Personal Branding. With a background in philosophy in Italy, I support executives and professionals in strengthening their leadership and strategic narrative to position themselves within complex ecosystems, highlighting interpersonal relationships and value creation as drivers of professional growth.

We collaborate with companies in multiple industries, particularly in banking, wealth management, and financial services, providing a highly personalized service and supporting professionals and organizations across the US, Latin America, Spain, Italy, Ireland, and the UK.

Our proprietary model of Personal Branding has been shaped by continuous exposure to global standards driven by the Big Four, the top business schools, and our clients, leaders in their fields. We define their value with authenticity, in terms that allow them to feel comfortable and confident to enhance their visibility and expand their impact.

In a context where digital presence plays a central role as a signal of trust and credibility, investing in your Personal Brand and Thought Leadership becomes essential, reinforcing the value you have already built within your professional ecosystem and extending its reach.