



ENHANCE YOUR LEADERSHIP
THROUGH

PERSONAL BRANDING

STRATEGY & STORYTELLING

Would you like to define the combination of strengths that makes you unique?

Would you like to translate the trust and credibility you have already built within the financial sector into the digital environment?

Are you looking to connect with your key 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 the people who already know you?

Are you looking to establish a consistent digital reputation among your ecosystem, aligned with your leadership role and your organization?

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 Financial Presence in the digital space, in the digital environment, 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, vision and insights become visible, your digital reputation and authority will open new opportunities aligned with your professional goals..

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Valentina Francisco, Psychologist & Business Advisor

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.

Founder of Aurora Consulting

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.