



**AURORA CONSULTING.**

LEADERSHIP & STRATEGIC PLANNING  
PROFESSIONAL DEVELOPMENT SERVICES

ENHANCE YOUR LEADERSHIP  
THROUGH

# PERSONAL BRANDING

STRATEGY & STORYTELLING

Would you like to define what truly sets you apart and communicate it effectively within your commercial ecosystem?

Are you struggling to differentiate your value proposition in a competitive sales environment?

Would you like to extend the trust and credibility you have built with your clients and professional network into the digital environment?

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 presence aligned with your commercial role and sales objectives?

**VALENTINA FRANCISCO.**

Psychologist & Business Advisor

English - Spanish - Italian

Aurora Consulting  
[www.consultingaurora.com](http://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 Sales

Presence in the digital space, increasing  
your influence within your commercial  
ecosystem.



- This process positions you as a trusted sales professional, reinforcing your relationships and building long term credibility within your network.

- As your value and expertise become visible within your commercial ecosystem, your digital presence and authority open new opportunities, strengthening your impact through client relationships, referrals and strategic connections aligned with your sales goals.

### CONTACT

Valentina Francisco

[valentina@consultingaurora.com](mailto:valentina@consultingaurora.com)

WhatsApp +39 338.418.5438

 AU  
RO  
RA.

Strada Val San Martino  
Turin, Italy

[www.consultingaurora.com](http://www.consultingaurora.com)

### 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.