

DR. GEMMA VALLET

Vice Dean of the Faculty of Economics and Lecturer at BSBI

Dr. Gemma Vallet is the Vice Dean of the Faculty of Economics and an expert in fashion and brand management at the Berlin School of Business and Innovation (BSBI). With a PhD in Audiovisual Communication and Advertising, with a pioneer thesis in Europe about digital branding with an extensive international experience, she is regarded as a thought leader in ethical and sustainable brand management.

In addition to her academic work, she brings broad professional experience from leadership roles in the marketing and creative industries. She held senior positions at international companies including Director of Innovation at PHD Media OMNICON Group, global head of digital marketing at Zurich Group, and Creative Director & Brand Consultant at Capgemini Group.

Former Chief Marketing Director, CMO, and co-founder of 2 companies in the creative industry, including an eShop specialised in lab diamond jewelry, pioneering in South Europe. Audi VW, Basi Group, ESADE Business School, Gucci Time Pieces, IESE Business School, Ticino Tourism are among some of the brands that she worked for. Today, she combines academic insight with practical global digital marketing, brand strategy, particularly at the intersection of fashion, luxury, innovative business, and sustainability.

Areas of focus:

- Branding
- Brand Management
- Digital Marketing
- Innovation
- Entrepreneurship
- E-Commerce and retail
- Fashion Management
- Sustainable Business Models

Dr. Gemma Vallet in the media:

VOGUE

Niesen, K (2025) Lack of Female Creative Directors – Why So Few Women Are at the Helm of Fashion Brands

VIA EMPRESA

Vallet, G. (2022) 'The beauty of NFTs', VIA Empresa in English, 13 April

Vallet, G. (2021, 24 December) 'Christmas 2021 challenge: How brands can innovate to grab customers' attention', VIA Empresa

Vallet, G. (2021, 16 September) 'The generation born to make the big change: alpha generation', VIA Empresa

LA VANGUARDIA

Molins Renter, A. (2019) 'Instagram: Las nuevas influencers son virtuales', La Vanguardia, 1 July. Interview with Dr. Gemma Vallet

TREND HUNTER INNOVATION AND STRATEGY

Vallet, G. (2017) 'Strategic Thinking and Creative Research – Innovation Interview', Innovation Strategy, 28 February



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