

About Donatello Piras

Donatello Piras is a popular and frequently requested chairman, presenter and moderator with years of experience at home in the Netherlands and abroad. As a television presenter, he worked for RTL-Z TV and as a commentator, he often joins radio and TV programs broadcast by BNR, NOS, and RTL such as *Jinek* and *Nieuwsuur*. Donatello is also a communications specialist and political analyst covering the Netherlands and Italy for a number of programs including the morning show *Goedemorgen Nederland* produced by WNL.

Donatello presides over close to a hundred meetings a year as an emcee, moderator and host for companies, governments, NGOs and the education sector. He has attained broad based experience in leading a variety of special events and conferences where his skills in promoting interactivity and engagement are vital. Donatello's energetic approach in the many roles he plays is characterized by professionalism, enthusiasm, and astute perception. Donatello presents in Dutch, as well as English and Italian.

Donatello is an all-round generalist with a multifaceted background as a communication consultant, journalist and moderator that allows him to expertly navigate a broad range of topics in depth. Some of these topics include: energy transition & climate, agricultural marketing & communications, finance, education, healthcare, tax & tax avoidance, advocacy and legal representation, sustainability, logistics, as well as export and retail practices.

He has been active for more than 15 years as a full-time moderator and presenter. He was a senior lecturer & discussion leader at the Netherlands Debate Institute for over 11 years and has organized many election debates in campaigns for the Lower House, Provincial Council, Municipal Council and Water Board in the Netherlands. Donatello has advised media partners on program development and format including the broadcaster NOS for their programs *Jeugdjournaal* and *Nieuwsuur*, and he was closely involved in the program coordination and organization of the national election debates organized by RTL in 2010 and 2012.

As a trainer and coach, Donatello guides professionals in his foremost passion - the art of persuasion. He works with politicians, civil servants and top managers as a consultant on presentations, pitches and proposals, and working with the media.

Donatello is a guest lecturer at various institutions and professional groups such as the Dutch Bar Association and the Dutch Association of Tax Advisers. In addition, Donatello writes and publishes extensively, and is co-author of the bestseller *Debating to Win - The Art of Persuasion*.

Donatello's career in public discourse started 25 years ago at an international holiday park in Italy where he presented a daily program for guests - in five languages. He combined this with his studies in communications and a part-time job as a radio program host. After graduating, Donatello followed an internship with CDA 'spin doctor' Jack de Vries in the House of Representatives before starting at Inholland University of Applied Sciences and KLM as a communication consultant & spokesperson. He later joined the Netherlands Debate Institute as a debate trainer and leader, and then assumed his role as Head of Staff Training.

Donatello is 43 years old, married to journalist Roos Moggré, and father of their daughter, Isabella. Together, they live in Amsterdam where he also has his office.