

Nick Virginio, MBA

Senior Marketing Lecturer, College of Business Administration at Loyola Marymount University

Los Angeles, CA, US

Part-time Faculty

Biography

You can contact Nick Virginio at nicholas.virginio@lmu.edu. Nick Virginio has worked in various roles in the marketing industry over the past 15 years. Currently, he is the Senior Director of Marketing for nutribullet|magic bullet at the De'Longhi Group. Before that, Nick managed transformational & disruptive brands at Pacha Soap Co, Sweetgreen, and Dollar Shave Club. Prior to moving to Los Angeles, he spent seven years at Unilever in New York where he worked in a variety of roles across sales, trade marketing, brand communications, and innovation. Professor Virginio has been teaching at LMU since 2019 and continues to remain an industry mentor and member of the board advisors for the M-School.

Industry Expertise

Advertising/Marketing, Consumer Goods, Food and Beverages

Areas of Expertise

Consumer Insights, Brand Communications, Product Marketing, Marketing Strategy & Positioning, Brand Management, New Product Development, Retail Marketing, Category Innovation

Education

Fordham University

MBA Marketing Strategy & Media Management

Saint Joseph's University

B.B.A. Integrated Marketing Communications

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