
Mattia Storni

■ Head of Strategy & Business Development Ticino Turismo



Mattia Storni, born in 1982, obtained his federal certificate of proficiency as a tourism specialist at the Higher School of Hospitality and Tourism of Bellinzona (SSSAT). He subsequently completed his education with a federal diploma as marketing specialist, as well as several advanced training programs, including a master's degree in business psychology. He began his professional career at ticinoinfo SA, where he initially worked as a Junior Project Manager and later as Director, overseeing the relaunch of the main digital platforms for the promotion of tourism in Ticino. He subsequently worked as a lecturer in communication and as Head of Continuing Education at SSSAT. From 2013 to 2017, he served as Head of Product Management at the Regional Tourism Organisation Lago Maggiore e Valli. He then became Head of Communication & Marketing and Deputy Chief Operating Officer of the Locarno Film Festival. He held the same role from 2019 to 2025 at Saas-Fee/Saastal Tourism. Since January 2026, he has been Head of Strategy & Business Development and a member of the Executive Board of Agenzia turistica ticinese SA.
