

He graduated in Psychology at the Catholic University of the Sacred Heart in Milan, first studying Cognitive Sciences and Communication and then specializing in Marketing and Organizational Psychology with full marks. He holds several master courses in Italy and Spain (in: Strategic Problem Solving; Coaching; Managerial Communication; Train the Trainers). He is also a Psychotherapist and Brief Strategic Therapy specialist (four-year school founded by G. Nardone and P. Watzlawick and recognized by the Italian Ministry of Education) During his studies he carried out various training experiences: academic (Department of Social Psychology of Work and Organizations - Catholic University of the Sacred Heart); clinical (ASL and Psychological Consulting Firms); organizational (Advertising Agencies and Management Consulting firms). After graduation he worked in the Art Industry sector as Head of Marketing, Business Development and Strategic Communication. He worked as a communication consultant for a minor party political campaign. In 2010 he founded Zurlo Consulting, Psychology & Communication private practice (MILAN, ROME, KROTON). Since 2011 he teaches at the School of Medicine, Magna Graecia University of Catanzaro (General Psychology, Clinical Psychology and Foundations and technology of communication). He use the term “psichològy” to refer to solution psychology (λύω means to liberate, solve, dissolve). He discusses his particular ideas in several publications and congresses especially in medicine fields. He is editorial board member of *Minerva Pediatrica*. Francesco is also the Head of Training and Coaching in UTOPIA (1000 Europe’s Fastest Growing Company 2018, an independent firm specialized in Public Affairs, Communications, Legal Affairs and Lobbying, registered in the European Union “Transparency Register”).