

ANTONIO FERRANTI

President and co-owner, Proel North America

Founder, The 99 Group · Member, NAMM Board of Directors

ABOUT

Music has been my world for as long as I can remember. Business became my craft, and connection my art: Italian makers with American players, brands with artists, people with opportunities.

Today I lead Proel North America, build The 99 Group, and serve on the NAMM Board of Directors. Along the way I launched brands and companies, flew planes, made coffee and wine, released a piano album and wrote a book.

I launched Proel North America, and Dexibell with it, a new distributor and a new premium brand at the same time. Proel North America turns ten next year.



SIGNATURE TALKS

From Brick & Mortar to Click & Mortar: Your Offline Edge in an Online World

It's an online world, and many traditional businesses see their physical presence as a ball and chain. It can be their superpower against online-only competitors. Bring your offline value online, then let it bring customers back, building loyalty to both.

Brand U: Standing out in a Crowded Marketplace

Before a traditional brand widens its audience and steps online, it has to be clear about who it is. No sense turning up the volume if the channel isn't clear. The prequel to Click & Mortar, and each stands alone.

FEATURED TALKS

Made in Italy, Sold in America: The Maker-to-Dealer Bridge

Bringing small-batch Italian instruments to American players.

AI Across the Music Industry: Where It Helps and Where It Shouldn't

A clear-eyed look for makers, retailers, artists and buyers.

99 Lessons for Leaders: What History's Greatest Minds Teach the Modern Executive

Drawn from the book.

MORE TALKS

Coffee, Wine and Instruments: What Three Crafts Teach About Building Premium Brands

Small batches, makers' hands and a loyal following.

Made by Hand: What Instrument Craft Teaches Business

Why the best things take time, and why buyers can tell.

Tariffs, Import and Export: A Practical Playbook

Planning around trade rules without losing your footing.

Dealers, Makers and Artists: Who Really Moves a Brand

How the three depend on each other, and what each owes the others.

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