



MATTIA MONTANARI

04



ABOUT

Left a successful corporate career to become an ashtanga yoga teacher, a founder, and a digital nomad.



WHAT HE DID

Mattia has built a very successful career as an Art Director and a creative in Milan. After 13 years in the business world, he decided to live his life on his terms and pursue his passions.

He is now a digital nomad; he travels the world slowly spending a few months in each location (such as Africa, Thailand or Indonesia) where he teaches yoga and works remotely. He is an e-resident in Estonia, which allows him to do business from anywhere in the world.

■ He co-founded brand agency Resonance. Launching Resonance allowed Mattia to realise his unique creative vision, combined with his strength as a strategic thinker. Something he could never do in a corporate environment.



WHY HE DID IT

As an Art Director, his life force is fed by creativity. Yet, stuck in an office environment in Italy, where working for 10+ hours a day is a norm, didn't live any time, space or energy to enjoy life and get inspired.

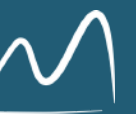


HOW HE DID IT

The first step was the most difficult one: he left everything behind. His house, his car, his job, everything. For that - one needs a very strong motivation. Mattia's was - to see the world in his own pace, not rushing as a tourist, but taking his time. As a traveller.

It was hard because it was new and uncertain. But over time he got used to his new lifestyle. He wakes up without the alarm, doing morning yoga followed by a healthy breakfast and then he is ready to be productive.

He spends only few hours a day working on his business. And he is a lot more excited by his purpose - helping local communities launch their conscious projects. Throughout years of working for corporations like McDonald's and Samsung, Mattia gained a lot of valuable experience. Now it's his time to take meaningful actions for his life.





ADVICE TO TRAILBLAZERS

To become the person you want to be, just start acting like you are already that person.

