



**Wake Up Innovators RESTART**  
**Connexia inaugurates a cycle of meetings**  
**dedicated entirely to the subject of "restarting".**  
**Guest: Marco Alverà.**

*Thursday 2 April: Connexia opens its "virtual lounge"  
to managers and entrepreneurs to consider the world after Covid-19.  
A direct discussion with all the companies involved  
in supporting the fight against the epidemic on the front line.  
Guest Marco Alverà, Chief Executive Officer of Snam.*

Milan, 31 March 2020 - **Connexia**, the independent marketing and communication agency, presents **Wake Up Innovators | RESTART, the** first date in the cycle of meetings dedicated to restarting after the Covid-19 crisis.

*Wake Up Innovators | RESTART* is a completely digital and free-access event offering an opportunity for concrete analysis and direct discussion with the protagonists of Italian entrepreneurship, to take stock of business and strategies for reacting to the

Coronavirus crisis and restarting again afterwards.

It will compare experiences **considering both** the market as well as the daily day-by-day, to ensure continuity and safety for employees. It will begin with **Marco Alverà**, Chief Executive Officer of Snam. **Zornitza Kratchmarova**, Corporate Communication Director at Connexia, will be hosting the event.

Free **live meeting** event subject to registration on the [@Cisco Webex](#) platform.

WAKE UP INNOVATORS | RESTART

Thursday 2 April

9:00 - 10:00

[@Cisco Webex](#)

### Marco Alverà

Marco Alverà, 44 years of age, has been Chief Executive Officer of Snam, one of the largest energy infrastructure companies in the world since April 2016.

He has gained extensive experience over approximately 20 years in the most important energy companies in Italy.

After graduating in Economics and Philosophy at the London School of Economics, he began his professional career at Goldman Sachs in London, before moving to Enel and then to Wind. He then joined Eni, where he has worked for more than 10 years, holding various managerial roles and gaining growing responsibility.

He is currently a Non-executive Director of S&P Global, a Member of the General Council of the Giorgio Cini Foundation in Venice, and President of GasNaturally, a partnership formed between six associations that represent the entire European gas supply chain.

He is a Visiting Fellow at the University of Oxford.

He has given a TED Talk on fairness in society and companies, and is author of the book "Generation H" (Mondadori), which considers the potential of hydrogen as a clean form of energy.

### Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. [www.connexia.com](http://www.connexia.com)

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.