



Wake Up Innovators RESTART

The cycle of Connexia events dedicated to "restarting" meets IT.

Guest: Agostino Santoni.

Friday 17 April: Connexia's encounter with Italy's top managers continues.

Now is the turn of the IT giants, whose digital platforms and tools have become more strategically important than ever before.

They enable smart-working and distance-learning, but are also "relationship builders".

Guest Agostino Santoni, Chief Executive Officer at Cisco Italia.

Milan, 15 April 2020 – The third instalment of **Wake Up Innovators | RESTART**, a series of meetings dedicated to restarting after the Covid-19 crisis hosted by **Connexia**.

Wake Up Innovators | RESTART Special Edition is a free and completely digital event

created to foster in-depth analysis and open discussions with Italian business leaders, allowing the community to take stock of the situation and propose strategies to start again in the aftermath of Coronavirus.

For this event, **Zornitza Kratchmarova**, Corporate Communication Director at Connexia will welcome **Agostino Santoni**, Chief Executive Officer at **Cisco Italia** as guest. An exclusive testimony of how technology has managed to meet unforeseen needs, entering into our daily lives with a sudden impetus: whether we are talking about large High-Tech corporations or companies, SMEs and start-ups, as well as smart-workers, students, and PAs.

An unexpected opportunity to accelerate the digital transformation that affects the entire productive fabric of the country. To be embraced. Dutifully.

Free **live meeting** event subject to registration on the **@Cisco Webex** platform.

WAKE UP INNOVATORS | RESTART

Friday 17 April

9:00–10:00

@Cisco Webex (<https://bit.ly/2RDTh0t>)

Agostino Santoni

CEO of Cisco Italy since December 2012, Agostino Santoni has gained extensive managerial experience in the ICT sector. Formerly Managing Director of SAP in Italy, Santoni, who began his career at Compaq Computer, has held roles of increasing responsibility for HP's Italian subsidiary and parent company.

He joined HP in 1997 as Marketing Program Manager for the Personal Computer Division, before quickly taking on the role of Marketing Manager and, in 2000, Business Manager. Following this, between 2002 and 2008, he held senior roles in HP Personal Systems Group, first as Director of Commercial Channels & SMB, then as Vice President & General Manager and, finally, as Vice President & Enterprise Sales Director for HP Italy.

Agostino Santoni is a member of the General Council of Assolombarda, the General Council of Anitec-Assinform, the Board of Directors of Confindustria Digitale and the Executive Committee and General Council of Fondazione Fiera Milano.

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

Connexia Società Benefit S.r.l.

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

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

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