



CONNEXIA

Creativity in Love with Data and Technology

“Sharing is Caring” Let’s talk about business strategies with Connexia.

***Tuesday 21 April: a new instalment of the series of online meetings
dedicated to knowledge sharing.***

“Strategy isn’t an option. Beyond the New Normal”.

***Webinar hosted by Matteo Sbarra, Business Strategy Director at
Connexia***

Milan, 17 April 2020 – The independent marketing and communication agency **Connexia** presents the third instalment in its **Sharing is Caring** programme, a series of free online meetings dedicated to **sharing digital knowledge**.

This is an occasion for Connexia professionals to **share their own experience and expertise**, and discuss how to face emergency situations and restarting, with a focus on digital transformation.

Tuesday 21 April will be the turn of **Matteo Sbarra, Business Strategy Director at Connexia**, with a webinar entitled *“Strategy isn’t an option. Beyond the New Normal”*. This event will be an occasion to analyse the current historic moment through the different lenses of marketing and communication: structural changes, new behaviour, areas of opportunity, and insight into the future of what many already call “a new era for brands and consumers”. It will once again reflect the extent to which positioning strategies and brand values are indispensable to business choices.

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

Connexia Società Benefit S.r.l.

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Fiscal code and tax identification number 12205240158 · Share capital Euro 500.000,00 i.v. · R.E.A. 1537791

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Company subject to the direction and coordination of Alchimia S.p.A.



CONNEXIA

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SHARING IS CARING | BUSINESS STRATEGY

Tuesday 21 April

9.00 – 10.00

@[Cisco Webex](#)

Matteo Sbarra

Matteo Sbarra is Business Strategy Director at Connexia.

After graduating in Communication Strategies and gaining a Masters in Marketing and Communication at Bocconi University in Milan, Matteo Sbarra joined Connexia in 2011 to work in the newly established strategic department on digital and social projects, both in new business and consulting, with a focus on the automotive and FMCG sectors.

In 2015, Matteo joined BlaBlaCar as Communications Manager, aiming to define its strategic approach to communication for Italy.

He returned to Connexia in 2017 and currently holds the role of Business Strategy Director for the agency, coordinating the team's activities, with a strong focus on defining data-driven strategies supported by a solid phase of analysis.

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

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