



***Wake Up Innovators RESTART  
In Connexia's virtual lounge, between emergency and  
"restarting", a word about Pharma & Healthcare,  
Guest: Pasquale Frega.***

*On Thursday 21 May Connexia's series of meetings with Italy's top managers continues.  
Guest Pasquale Frega, Country President of Novartis Italia and Chief Executive Officer of Novartis Farma.*

Milan, 18 May 2020 – The eighth episode of **Wake Up Innovators | RESTART**, the series of weekly meetings organised by **Connexia** and dedicated to "restarting" after the Covid-19 emergency.

As a free and wholly digital event, *Wake Up Innovators | RESTART Special Edition* offers an opportunity for concrete analysis and open discussion with the major players of Italian industry, to take stock of business and strategies for responding and restarting.

The next guest of **Zornitza Kratchmarova**, Corporate Communication Director at Connexia, will be **Pasquale Frega**, Country President of Novartis Italia and Chief Executive Officer of Novartis Farma. This talk promises to offer a highly topical and strategic perspective on the role of the pharmaceutical sector during all phases of the health emergency: the relentless fight against COVID-19, the extraordinary commitment to pharmacological and vaccine research, the hopes and expectations of the community in rebuilding, and the hopes for the "restart".

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

WAKE UP INNOVATORS | RESTART

Thursday 21 May

9.00 – 10.00

[@Cisco Webex](#) (<https://bit.ly/36bF6pb>)

### **Pasquale Frega**

Pasquale Frega boasts extensive experience in the pharmaceutical sector, where he has pursued his career, holding roles of growing responsibility within various international groups, both in Italy and abroad. After graduating in Economics, Pasquale Frega began his career at Ipsen, where he held various managerial positions for 17 years in France, UK and Sweden, taking on global responsibilities in various areas of business. After gaining experience with InterMune Italy as Senior Vice President, in 2012 Frega joined Celgene as VP and General Manager of the Italian branch. In 2017 Frega was appointed VP and General Manager of Celgene's fast-growing Central and Northern Europe Region. Since January 2018 he has been Country President of Novartis Italy and Managing Director of Novartis Farma. In this position, Pasquale Frega is committed to consolidating Novartis' leadership in the Italian pharmaceutical market, supporting the development of the company's human resources division with particular energy. This focus on human capital and the enhancement of diversity allowed Novartis Italia to obtain the Bellisario Foundation's 'Golden Apple' in 2019, which is awarded to large companies that achieve the best results in promoting women's work. Pasquale Frega is one of the members of the Presidential Committee of Farmindustria, the largest association in Italy's pharmaceutical sector. He is also a member of the ABIE (Advisory Board of Foreign Investors) group of Confindustria for the enhancement of the contribution of foreign companies to the growth of the country.

### **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)

---

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056  
C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791  
[info@connexia.com](mailto:info@connexia.com) · [www.connexia.com](http://www.connexia.com)

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