



**Wake Up Innovators RESTART.
Innovation & "restarting":
Attention turns to Microsoft in the Connexia digital lounge.
Guest: Silvia Candiani.**

*Thursday 18th June: the new Connexia talk with Italy's top managers.
The protagonist is an undisputed IT giant, at the forefront of support for
the country during the health emergency.
Guest: Silvia Candiani, Chief Executive Officer of Microsoft Italy.*

Milan, 15 June 2020 - The twelfth appointment of **Wake Up Innovators | RESTART**, the series of meetings dedicated to starting over, hosted by **Connexia**.

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

Zornitza Kratchmarova, Corporate Communication Director di Connexia, welcomes **Silvia Candiani**, Chief Executive Officer Microsoft Italy, as a guest: hear the fascinating testimony of a manager who, thanks to the many concrete initiatives put in place by Microsoft to support healthcare facilities, students, and workers, right from the initial decisive moments of the emergency, has been alongside all Italians at the forefront.

One of the undisputed protagonists among the tech companies driving the digital transformation of the past few months in our country, thanks also to the "**Ambizione Italia #DigitalRestart**" investment plan, Microsoft will retrace all the key elements required for the "restart" - artificial intelligence, new technologies, and digital expertise - for a thoroughly topical talk.

Free **live meeting** event subject to registration on the [@Cisco Webex](#) platform (<https://bit.ly/3dRONhz>).

WAKE UP INNOVATORS | RESTART
Thursday 18th June
9:00 - 10:00
[@Cisco Webex](#)

Silvia Candiani

Silvia Candiani is CEO of Microsoft Italy. She has led the Consumer and Channel Division for Central and Eastern Europe for three years. Previously, she held the positions of Director of Marketing & Operations and Director for Consumer Division & Online of the Italian arm of the company.

Silvia Candiani has developed many initiatives to accelerate the adoption of innovative technologies by Italian public and private companies to increase their competitiveness and global growth.

In 2018, she launched the Ambizione Italia programme, a collaborative platform dedicated to developing and strengthening digital skills to support employment and increase economic growth in the country. Thanks to its commitment and that of the Italian branch, together with numerous partners, 500,000 people have already been trained on digital technologies in one year, especially children and teachers living in disadvantaged areas.

Throughout her career, Silvia Candiani has always shown particular attention and commitment to the issues of diversity and inclusion, working to increase female leadership in Italian companies and promote collaboration with associations and NGOs with the aim of making the most of new technologies to eliminate barriers and create a more inclusive society.

With a degree in Economics from Bocconi University in Milan and a Masters in Business Administration from INSEAD, before joining Microsoft, Silvia Candiani gained extensive professional experience with companies such as Vodafone, McKinsey and San Paolo Imi.

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