



Wake Up Innovators RESTART
In Connexia's "virtual lounge", attention turns to food & beverage.

Guest: Matteo Bruno Lunelli.

Thursday 9th June: Connexia's next talk with Italy's top managers. The excellence of made in Italy wine will be at the centre of our attention.

Guest: Matteo Bruno Lunelli, President and CEO of Cantine Ferrari and President of Fondazione Altagamma.

Milan, 6 July 2020 - The fifteenth 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 a concrete analysis and open discussion with the major players of Italian industry, to take stock of business and strategies for responding to coronavirus emergency and restarting.

Matteo Bruno Lunelli, President and CEO of Cantine Ferrari and President of Fondazione Altagamma, is the guest in Connexia's "virtual lounge". The talk will offer an opportunity to discuss and understand how the wine sector, a source of Italian excellence throughout the world, and the entire high-end industry, which is a pillar of the Italian economy, have worked to face the coronavirus emergency and the next steps that will be adopted during the restart. **Zornitza Kratchmarova**, Corporate Communication Director at Connexia, will be hosting the event.

Free **live meeting** event subject to registration on the [@Cisco Webex](#) platform (<https://bit.ly/31K62fw>).

WAKE UP INNOVATORS | RESTART
Thursday 09 July
9.00 – 10.00
[@Cisco Webex](#)

Matteo Bruno Lunelli

Matteo Bruno Lunelli is Chairman and CEO of Cantine Ferrari, which was founded in 1902 and is an Italian leader in the classic bubble method, and President of Surgiva, a mineral water that stands out because of its lightness and exclusivity, and is available only on the haute cuisine circuit.

He is also Vice Chairman and CEO of Lunelli S.p.A., the holding company of the family group which owns Ferrari and Surgiva, the Segnana distillery, the Lunelli estates that produce still wines in Trentino, Tuscany and Umbria, and Bisol1542, a benchmark brand in the world of Prosecco Superiore di Valdobbiadene. After the acquisition of the company by the Lunelli Group, Matteo became Vice President of Bisol1542. Forty-six years of age and a graduate of Milan's Bocconi University, before joining the family group he gained international experience working for five years in a financial advisory team for the American investment bank Goldman Sachs, in Zurich, New York and London.

A passionate advocate of the Made in Italy concept, since January 2020 he has held the position of President of Fondazione Altagamma, which brings together high-cultural and creative companies within Italy with the aim of creating synergies between the great brands of our country and increasing competitiveness by contributing to Italy's economic growth. He sits on the board of directors of Coster Tecnologie Speciali, a leading packaging group with a turnover of over 150 million euros. Passionate about art, he was Vice President of Mart, the Museum of Modern and Contemporary Art of Trento and Rovereto, from 2014 to 2019, and President of the Young Industrialists of Trentino-Alto Adige from 2011 to 2013. He also took on the role of President of The International Wine & Spirit Competition in London (IWSC) for 2016, a position reserved for influential figures within the world of wines and spirits. Over the years he has received several important awards including the E&Y Entrepreneur of the Year 2015 award in the Family Business category.

Connexia

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