



**Wake Up Innovators RESTART.  
The “restart” is on two wheels  
in Connexia’s virtual lounge.  
Guest: Paolo Pavesio.**

*On Thursday 23 July, Connexia's post-emergency discussions with top executives from Italian industry continue.*

*Meet Paolo Pavesio, Marketing & Motorsport Director and Management Committee Member at Yamaha Motor Europe N.V.*

Milan, 20 July 2020 – On Thursday 23 July, the 17th and last event before the August break, with **Wake Up Innovators | RESTART**, the series of meetings organised by **Connexia** and dedicated to the “restart”.

*Wake Up Innovators | RESTART Special Edition* is a free and completely digital event, providing an opportunity for specific analysis and open discussion with key players in Italian industry, to take stock of business and strategies for responding to the crisis and restarting.

This time, **Zornitza Kratchmarova**, Corporate Communication Director at Connexia, has invited to the lounge **Paolo Pavesio**, Marketing & Motorsport Director and Management Committee Member at Yamaha Motor Europe N.V. The executive will reflect on the key points in the operation at Yamaha Motor Europe from the initial frantic moments of the health emergency, analysing the context, significance and consequences of the “restart” for one of the sectors that has suffered most due to lockdown, facing a halt in production and a collapse in demand.

Register for this free **live meeting** on the **@Cisco Webex** platform (<https://bit.ly/38YTXVC>).

WAKE UP INNOVATORS | RESTART  
Thursday 23 July  
9.00 – 10.00  
**@Cisco Webex**

### **Paolo Pavesio**

With a degree in Communication Sciences from the University of Turin, Paolo Pavesio began his professional career at Bates Italia S.p.A. as an Account Executive, subsequently moving on to Red Cell to assume the role of Interactive Project Leader.

In 2003 Pavesio joined the team at the Italian branch of Yamaha Motor Europe N.V. as Marketing Department Officer, a position that enabled him, over the years, to acquire his knowledge of the motorcycling sector. Based at the European headquarters of Yamaha Motor Europe N.V. since 2014, in 2020 Paolo Pavesio was appointed as Marketing & Motorsport Director and Management Committee Member at Yamaha Motor Europe N.V., where he is responsible for the Marketing & Motorsport Division, and for managing corporate communication.

### **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)