



CONNEXIA

A RETEX COMPANY

Riccardo Catagnano and Adriano Aricò named Executive Creative Directors of Connexia

The Retex Group marketing and communication agency consolidates its creative team, investing in young talent and integrating new skills.

Milan, 29 September 2022 – **Adriano Aricò** and **Riccardo Catagnano** are the new **Executive Creative Directors** of **Connexia**, the marketing and communication agency for the **Retex Group**.

Both have a wealth of professional experience and both joined Connexia's creative team in the same year, 2019.

Capitalising on the different experiences he has gained in the world of digital communication and advertising, his most recent position being with Ambito 5 (Saatchi&Saatchi), where he worked as a Creative Director in the development of creative campaigns for major Italian and international love brands, since beginning of his role at Connexia **Adriano Aricò** has continued the verticalisation of his career in the communication sector along a path that has led to his involvement in the agency's main creative projects.

Starting out as a Copywriter, **Riccardo Catagnano** specialises in the television industry as a multi-faceted author, with credits ranging from musical programming (All Music TV's "All Music Show") to Italian television classic's such as Italia Uno's football comedy show "Mai dire Gol", where his writing helped to contribute to the material of comedian Maccio Capatonda. From there he transitioned to the corporate world, where he was still able to write creatively, rising to the role of

Connexia Società Benefit S.r.l.
Società Unipersonale

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 · www.connexia.com

Deputy Creative Director at Saatchi&Saatchi by 2019. In that same year he moved to Connexia, where Catagnano has brought with him a wide range of personal experiences in the production of creative campaigns that have been able to stimulate audiences and which are remembered for their originality.

"I warmly welcome this appointment: at a time of intense change in our industry, Connexia is constantly reinventing itself by welcoming new young and imaginign creative paths that connect the dots between strategy, technology and innovation", remarks **Riccardo Catagnano**.

"The Connexia of the future will be a cultural melting pot consisting of the different souls and personalities that make up the agency, a diversity that is part of our DNA and our mission statement: "inspire and be inspired" to stimulate cultural evaluation, anticipate new trends and create new languages of communication", says **Adriano Aricò**.

In this new role Adriano and Riccardo will report directly to **Massimiliano Trisolino**, **Managing Partner** of Connexia and coordinator of all strategic-creative areas.

*"The appointment of Adriano and Riccardo comes at a pivotal and foundational moment in the growth of Connexia's creativity, one which is highly desired and shared across the whole of the company. – says **Massimiliano Trisolino** – Connexia is a company where the integration of skills and the enhancement of talent have always been central tenets. I am certain that Adriano and Riccardo will guide and inspire the whole agency and our customers to take on increasingly exciting and valuable content using the passion and excellence that makes them stand out".*



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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: 160 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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