



**“Wake Up Innovators” returns
with the sixth innovation culture event by Doxa & Connexia.
Guest: Alberto Maestri.**

*Wednesday, 30 January, marks the return of Wake Up Innovators,
a series of meetings for innovation buffs.*

*Italo Marconi, Connexia's Chief Innovation Officer, and Alberto
Maestri, the Chief Content Officer at OpenKnowledge, discuss some
of marketing's most intriguing paradoxes.*

Milan, 21 January 2019 – **Doxa**, Italy's leading market research and analysis firm, and **Connexia**, the marketing and communications consultancy agency, are hosting the first **“WAKE UP INNOVATORS”** of 2019 as part of their series of monthly meetings about the digital culture, science, innovation, and disruptive communication.

The innovation-driven breakfast encounters kick off the New Year with a talk entitled, **“The Demise of Seth Godin. The Challenges and Future of Marketing in the**

Platform Economy.” Alberto Maestri, the Chief Content Officer at OpenKnowledge, explores the marketing paradoxes of today and tomorrow.

Part of the discussion explores data-driven marketing strategies that use digital platforms and algorithms to build increasingly more complex, immersive experiences to solely benefit the brand. The other part examines how some brands still do not fully understand just how “engulfing” these pervasive technologies are becoming for individuals and for companies.

Moderated by **Italo Marconi, Connexia’s Chief Innovation Officer,** the discussion is an opportunity to debate what we think about the nonsense in today’s communications and the future of marketing.

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