



Wake Up Innovators RESTART
For the series of meetings dedicated to the topic of
“restarting”
Connexia encounters coffee excellence.
Guest: Massimiliano Pogliani.

On Thursday 30 April Connexia's encounter with Italy's top managers continues.

Connexia comes face to face with a company that – despite criticism – has always remained productive and can help give impetus to the question of “restarting”.

Guest: Massimiliano Pogliani, Managing Director of illycaffè.

Milan, 27 April 2020 – The fifth meeting of the **Wake Up Innovators | RESTART** series, a cycle of meetings organised by **Connexia** and dedicated to “restarting” after Covid-19 emergency.

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

Massimiliano Pogliani, Managing Director of illycaffè will be the guest of **Zornitza Kratchmarova**, Corporate Communication Director at Connexia. This event will be a special occasion for exchange from the privileged perspective of food & beverage, which was an essential sector during phase 1 and will certainly be a driving force in the second phase, which the country is about to face. We will receive an overview on the measures adopted by the company - which is a world leader in the sustainable coffee sector in Italy as well as abroad - to deal with the current emergency, and against which the production chain will have to measure itself in order to support economic recovery.

Free **live meeting** subject to registration on the [@Cisco Webex](#) platform.

WAKE UP INNOVATORS | RESTART
Thursday 30 April
9.00 – 10.00
[@Cisco Webex](https://bit.ly/3eSvqnC) (<https://bit.ly/3eSvqnC>)

Massimiliano Pogliani

In his second three-year term of office, Massimiliano Pogliani has been CEO of illycaffè, the world's leading Italian brand in the sustainable quality coffee sector, since 2016. With more than 20 years of experience in marketing, branding and retail, Pogliani is the first CEO outside the founding entrepreneurial family in over 80 years of corporate history.

As a brand founded on the excellence of a high-quality espresso, illycaffè has affirmed its position as a world leader in the fine coffee sector thanks to the adoption of a unique blend of 100% Arabica coffee, which is distributed in more than 140 countries and in over 100,000 of the best bars and restaurants in the world.

Under the guidance of Massimiliano Pogliani, over the past few years illycaffè has experienced an evolution that has involved both business and branding. Thanks also to the process of digital transformation, the company has embraced a new customer centrality, launched innovative and successful products, accelerated its evolution towards B2C with single-brand stores, and continued to develop sustainable practices – partly also thanks to its collaboration with exceptional brand ambassadors such as Andrea Bocelli.

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

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.