



CONNEXIA

Creativity in Love with Data and Technology

Start-up of a partnership between Connexia and Università Cattolica del Sacro Cuore

*The first two activities are part of a course on
Economics and Management in Advertising Communication.*

Milan, 13 May 2020 — **Connexia**, an independent marketing and communication agency, announces its new **partnership** with **Università Cattolica del Sacro Cuore** (the Catholic University of the Sacred Heart). The aim is to develop an evolving and longterm study programme which draws on the experience and input of experts working in the fields of creative communication and business strategy. These areas, along with its **talent culture**, have all played a key role in Connexia's success.

The partnership kicks off with a course on **Economics and Management in Advertising Communications** which will feature two guest speakers, **Riccardo Catagnano, Connexia's Creative Director and Head of Branded Content**, and **Matteo Sbarra, Connexia's Business Strategy Director**. Their contributions will provide a direct link between the professional communications and academic worlds, while giving students a chance to learn about and see the advertising industry from the perspective of two current Connexia professionals.

Connexia firmly believes in its talent culture and significantly invests in it.

The agency cultivates its young internal talent pool by drawing on the company's clear, solid, well-established professionalism. It sees its professionals as making all the difference.

The partnership with Università Cattolica del Sacro Cuore is part of programme that's at one with the agency's values. It also offers a chance to bring professional

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



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experience into the university classroom. For students, it provides an important, enriching and challenging opportunity. They get new inspiring input, learn about different work sectors and settings, connect with professionals, explore concrete and dynamic issues and they are inspired to think about their post-university prospects.

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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