



***Wake Up Innovators RESTART  
Connexia's virtual meeting will discuss  
digital banking and "restarting".  
Guest: Claudia Vassena.***

*Connexia's series of online meetings continues on Thursday the 28th of May with the top Italian managers on "after" Covid-19.  
Guest speaker: Claudia Vassena, Head of buddybank, UniCredit*

Milan, 25th May 2020 – The ninth episode of **Wake Up Innovators | RESTART**, a series of meetings dedicated to starting over after the Covid-19 crisis hosted by **Connexia**.

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

To do the honours, **Zornitza Kratchmarova**, Connexia's Corporate Communication

Director, will be speaking to **Claudia Vassena**, Head of buddybank, the innovative 24/7 banking model, developed exclusively for smartphone by Unicredit. An opportunity for a particularly current discussion on the relationship between the health crisis and the country's accelerated digital transformation - an unexpected stress test for an industry that is entirely strategic and vital for "restarting".

Free **Live meeting** subject to registration on the **@Cisco Webex** platform (<https://bit.ly/3bMHCDP>)

WAKE UP INNOVATORS | RESTART

Thursday 28th of May

From 9:00 - 10:00

**@Cisco Webex**

### **Claudia Vassena**

Currently Head of buddybank, UniCredit, from 2019 Claudia Vassena has overseen buddybank, the new banking model powered by UniCredit, designed exclusively for smartphone. Beyond this position, the Group has recently entrusted Claudia with the responsibility of advancing the Italian bank's digital channels, a role Claudia previously played for the retail and small business sectors, providing a fundamental contribution to UniCredit's digitalisation plan.

Claudia Vassena is a new-generation manager with comprehensive banking experience developed within UniCredit. Working for the Group from 2008, Claudia's formative working life was in the Risk Management and Marketing field where, for the Retail sector, she followed the development of service models, key commercial enterprises, and product communication. With a degree in Engineering from Milan Polytechnic, Claudia started her professional career as a consultant within the multinational strategic consultancy and technology services firm Accenture.

### **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)

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