



**Wake Up Innovators RESTART**  
**For the series of events dedicated to starting over, Connexia**  
**meets one of the main players**  
**in multimedia retail.**  
**Guest: Paolo Penati.**

*On Thursday 16 July, Connexia's series of meetings continues with top executives in Italian industry on the post-emergency situation. Guest: Paolo Penati, CEO at QVC Italia.*

Milan, 14 July 2020 – At its sixteenth event, **Wake Up Innovators | RESTART**, the series of meetings dedicated to starting over, hosted by **Connexia**, is opening the doors of its "virtual lounge" to one of the big players in multi-channel retail.

*Wake Up Innovators | RESTART Special Edition* is a free and completely digital event, providing an opportunity for in-depth analysis and open discussion with key players

in Italian industry, to take stock of the situation together and consider strategies for starting over in the aftermath of the crisis.

During the event, **Zornitza Kratchmarova**, Corporate Communication Director at Connexia, will be discussing with **Paolo Penati**, CEO at QVC Italia, all the initiatives taken by one of the top multimedia retailers to support its employees, customers and communities, during and following the health emergency in the country. Health & safety in the workplace, smartworking, activation of social campaigns and virtual platforms to put Italian users in contact with one another: these are just some of the specific actions taken by QVC Italia, at the forefront since Phase 1 of the fight against the Coronavirus.

Free **live meeting** subject to registration on the **@Cisco Webex** (<https://bit.ly/3iH1Fbh>) platform.

WAKE UP INNOVATORS | RESTART  
Thursday 16 July  
9.00 – 10.00  
**@Cisco Webex**

### **Paolo Penati**

With a degree in Economics and Banking from the Catholic University of the Sacred Heart in Milan, two children and a great passion for underwater fishing and motorcycles, Paolo Penati joined QVC in 2010 as Chief Financial and Operating Officer and contributed to the creation and launch of the multi-channel shopping platform on the Italian market. He then took over responsibility for the Distribution and Customer Service area and the Merchandising, Planning and Programming team. Penati developed the Strategic Planning and Analysis team as part of the Finance Department and led the development of logistics and the distribution centre in Castel San Giovanni, opened in 2013. Since 2015 he has been at the helm of QVC Italia as CEO. Before joining QVC, Paolo Penati was CEO at the cosmetics chain La Gardenia. Previously, he spent 11 years at Blockbuster Italia in the roles of Finance Director, Franchising Director, and in latter years, as General Manager and CEO.

### **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)