



CONNEXIA

Creativity in Love with Data and Technology

Mattia Airoidi is the new Business Development Director of Connexia

With the arrival of the manager, the Business Development Team of the Milan-based marketing and communications agency is strengthened.

Milan, 13 October 2021 – **Mattia Airoidi** is the new **Business Development Director** of **Connexia**. The official announcement comes from the Board of the Milan-based consulting agency, headed by the **CEO & Founding Partner Paolo d'Ammassa**, together with the other two shareholders, **Andrea Redaelli, Managing Partner Business Development & Digital Media**, and **Massimiliano Trisolino, Managing Partner Strategy & Creativity**.

Airoidi joins the **Business Development Team**, a specialised work group that has grown considerably over the last two years, in step with the volumes of the agency, and which operates across all areas of Connexia to support new business activities. His objectives include building relationships inspired by transformation, innovation and digital, and defining strategies for approaching the market and enhancing the value of all the service lines of the agency.

With a constantly advancing career that began at Connexia in 2006, and reporting directly to Andrea Redaelli in his new role within the agency, Mattia Airoidi brings with him twenty years of experience in the world of marketing and communications. Having most recently served as **Client Director**, over the years Airoidi has successfully coordinated Connexia's multidisciplinary teams, managing **international multichannel and data-driven projects** for some of the world's best-known and established brands, and involving the agency's different "souls", from **Digital Marketing** to **Event Management**, from **Digital & Corporate PR** to **Media**

Connexia Società Benefit S.r.l.

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



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Production. Automotive, Motorsport, Sport, Lifestyle, Tech, GDO & B2B: these are only a few of the industries in which Airoldi has gained a solid management experience, always acting as the first point of reference for customer satisfaction.

In addition to **identifying new business opportunities**, one of the objectives of his new role as Business Development Director of Connexia is to consolidate the **agency's position as a key partner** for clients and prospects thanks to its consultative, systemic and multidisciplinary approach: a true differentiator and a distinctive feature of Connexia's DNA.

*"It is with great pleasure that we announce the appointment of Mattia Airoldi as Business Development Director", says **Andrea Redaelli, Managing Partner Business Development & Digital Media at Connexia**, who comments: "This appointment coincides with a moment of great vitality in the market and positive growth for the agency, including new projects, new client acquisitions and new, stimulating challenges. We couldn't think of a better person to consolidate and further strengthen our business development unit. Mattia can rely on an in-depth knowledge of our agency and its identity, solid managerial skills and a keen and expert eye for all market dynamics and trends. We are confident that he will be able to support clients, partners, prospects and the agency as a whole along the path of development and collaboration growth".*

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: 140 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

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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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