

**MONDADORI GROUP: ANDREA SANTAGATA APPOINTED
CHIEF INNOVATION OFFICER**

Segrate, 11 February 2019 - From today Andrea Santagata will take on the role of Chief Innovation Officer of the Mondadori Group.

The creation of this new position, reporting directly to the chief executive Ernesto Mauri, is a response to the Group's determination to continue to invest in the development and formulation of digital and transformation strategies across all of Mondadori's activities.

Among his responsibilities, Andrea Santagata will also oversee the study and implementation of new business models, in coordination with the heads of the different Areas, with the aim of further enhancing the Group's assets and brands. His objectives will also include the promotion of a culture of innovation across the entire company and the introduction of new methods able to facilitate the exchange of know-how.

Born in Pisa, Santagata, 46, graduated *cum laude* in Mechanical Engineering from the University of Pisa. He began his career in the world of the internet and digital at *Libero.it*. The experience he gained between 2001 and 2007 at *Matrix S.p.A.*, where, from 2004 to 2007, he was the marketing director of *Virgilio*, led him to set up *Splinder*, Italy's first blogging platform, and the start-ups *Liquida* and *Sitonline*.

His career continued at *Banzai* where he moved in 2007 as head of marketing, before becoming, in 2009, chief executive of *Banzai Media*, bought by the Mondadori Group in 2016.

Santagata will maintain his position as deputy general manager of the Mondadori Group's Magazines Italy Area, which is led by the general manager Carlo Mandelli.

Andrea Santagata is also a member of the boards of *Mediamond* and *Adkaora*.