

# Luca Vittorio Mario Ferraris

## HEAD OF STRATEGY & COMMUNICATION



Luca Ferraris has been operating in the market of digital products and services for over 20 years, holding roles of increasing complexity in areas such as Pre-sales, Marketing, Strategy, and Innovation. He obtained a degree in Telecommunications Engineering and an Executive Master in Business Administration.

Before assuming his current role, he served as Marketing & Business Development Manager of the Digital Technologies Business Unit at Maticmind SpA, and previously as Marketing, Innovation & Communication Manager at Italtel SpA. He was also a member of the General Council of Anitec-Assinform and a board member of the Smart Cities & Communities Cluster of the Lombardy Region.

As Head of the Strategy & Communication department at Exprivia SpA, he is tasked with developing the medium to long-term vision, contributing to the elaboration of the Strategic Plan, supporting the Corporate Management in M&A projects, defining and managing the company's communication plan, and initiatives for promoting Corporate Identity to all stakeholders.