Webidoo strengthens its corporate strategy with the establishment of the Advisory Board

A team of experts in the various fields of technology and innovation will support management to address the growth and challenges of the current landscape

Milan, Jan. 30, 2023 - Webidoo SPA, an Italian company specializing in the digital transformation of SMEs, announces the establishment of an Advisory Board that brings together authoritative personalities in the Italian landscape on the topics of technology and innovation.
The choice responds to a strategic need of the company: to strengthen management and the board through daily confrontation with a team of excellences on central topics such as financial strategy, international growth, fintech and more. The stated goal is to stimulate constant reflection on the Group's identity and values in relation to the complexity of the current landscape in which Webidoo moves.
Webidoo's Advisory Board is composed of six internationally recognized professionals specializing in Corporate Finance, Institutional Affairs and Marketing & Innovation. The first area includes Stefano Favale, Global Head of Global Transaction Banking at Intesa Sanpaolo and Martina Dlabajova, Member of the European Parliament and Patrizio Caligiuri, Director of Institutional Affairs and Communications at PagoPa SpA, while Bibop Gresta, Founder of Hyperloop Italia, Enrico Deluchi, CEO of PoliHub and Devid Jegerson, Executive Vice President of National Bank of Fujairah, were involved for their expertise in Marketing & Innovation.

Each of them will be tasked with providing support on specific strategic matters for the growth and internationalization of the Webidoo Group. Through their expertise, Advisory Board members will give a third-party viewpoint on issues of particular interest to the company, advise management on strategic actions, and provide insight into the most current trends, especially in the area of technology.

The formation of the Advisory Board comes at a crucial time for Webidoo. After intense years of growth and the entry of Banca Generali's 8a+ Fund and TIM Ventures, the group is now entering the U.S. market and strengthening its position in the European market with its new Jooice platform.

The result of research carried out in the U.S. in collaboration with Lehigh University of Pennsylvania and development in Italy by Webidoo Farm, Jooice is the platform destined to revolutionize the digital lives of SMEs around the world. Protected by a double patent, the tool enables freelancers, small and medium-sized businesses to manage all the digital marketing services they need in an integrated, intelligent and easy way, also thanks to the support of artificial intelligence, at a highly competitive price that is accessible even to small businesses.

"We believe in the sharing of ideas and skills and in teamwork and we are aware of the complexity that we will face in the coming years - comments Daniel Rota, CEO of Webidoo SPA - we are grateful to the extraordinary professionals of the advisory board who have agreed to work alongside us in this intense and delicate phase of our adventure, providing experience, skills and passion. Developing technological products that can improve the lives of professionals and businesses has always been our ambition, and the recent launch of Jooice will be our main tool to differentiate ourselves on the market and achieve our growth goals in the medium term, and we are confident that we will find valuable support in the strategic advice of our new partners."

Advisory Board members

Patrizio Caligiuri - Director of Institutional Affairs and Communications at PagoPa SpA.
Directs the external relations department that deals with the company's strategic positioning in the national and European arena. He takes care of regulatory dossiers, interlocution with institutional stakeholders, private economic entities, trade associations and the academic sector. He is in charge of the company's internal and external communications, manages institutional communications, media relations, digital and product communications as well as the organization of events. Specializations: Labor and industrial relations law, institutional and regulatory affairs. Skills: Legal, public affairs, external relations.

Enrico Deluchi - CEO PoliHub
Now at the helm of PoliHub, the DeepTech startup accelerator at Politecnico di Milano, he will contribute to Webidoo with more than 30 years of business and marketing experience in the Internet and digital world, developed by leading international teams at Cisco and Canon in bringing innovative technology solutions to market. He is a strong proponent of sustainability and the ethical use of technology as a tool to improve companies' business and people's lives.

Martina Dlabajova - Member of the European Parliament
Member of the European Parliament in 2014-2019 and in her second term in 2019-2024. Formerly an entrepreneur, she founded and managed several SMEs in the Czech Republic, Slovakia, Italy and Belgium, also working in international consulting. She was president of the Zlín Regional Chamber of Commerce (2012-2014). Elected for the first time in 2014, in the European Parliament she deals mainly with small and medium-sized enterprises: she chairs the SME intergroup and is coordinator of the European Liberal Democrats in the Committee on Industry, Research and Energy. Finally, she was rapporteur for the European Parliament on the Strategic Program for the Digital Decade.

Stefano Favale - Global Head of Global Transaction Banking of Intesa Sanpaolo
An Economics graduate of Luiss University, he is responsible for defining and implementing the strategy of the Global Transaction Banking area in the Group through continuous improvement of the product portfolio (Cash Management, Trade Finance, Acquiring and Securities Services), superior user experience of corporate digital channels, and focused development of strategic partnerships with fintech and key industry players. With 24 years in the banking industry, he combines extensive experience in digital and transformative projects, broad management responsibilities in commercial banking, and leadership in the domestic and international payments communities. He is a Board Member of SWIFT and part of the Banking & Payment Committee; he is also a board member of Bancomat S.p.A. and part of the Market Advisory Group on the Digital Euro of the European Central Bank. Head of the Global Transaction Banking Department since August 2015.

Bibop Gresta - Co-Founder of HyperloopTT, Founder of Hyperloop Italia - Co-Founder DigitalMagics - WEF Technology Pioneer
With considerable experience in venture capital, finance, mergers and acquisitions, transportation and media, Bibop Gresta is a specialist in advanced mobility and fourth industrial revolution technologies. He has been a board member of several listed companies in the UK, Germany and Italy and has developed international business processes for various international companies. As co-founder of Hyperloop Transportation Technologies (HTT), Gresta led a team of 800 professionals in 40 countries on 6 continents. Under Gresta's leadership, HTT has revolutionized both mobility and traditional business models. In 2018, he was named a Technology Pioneer by the World Economic Forum.

Devid Jegerson - Executive Vice President of National Bank of Fujairah
Manager with remarkable leadership qualities, expertise in building scalable teams, and a passion for conceiving innovative products that provide a great customer experience. Devid has gained significant experience in regulating European and international banking and payment systems, as well as in defining evolution strategies for banks, financial companies, and payment institutions in compliance with the constraints introduced by the European Payment Services Directive (PSD2) and anti-money laundering regulations. He holds certified skills in Payments, Digital, Banking, Blockchain, and Cryptos. He is the author of the book 'Electronic Payments: From Barter to Digital Wallets' (2016).

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Informazioni su webidoo SpA
Webidoo, a company specialized in promoting Digital Transformation, was founded in 2017 by the idea of Daniel Rota, Giovanni Farese, and Egidio Murru, three managers united by their passion for digital and new technologies. Webidoo simplifies access to the best technological and digital solutions in both the B2B and B2C sectors.
The B2C aspect of Webidoo materializes through Webidoo Store, the phygital Experience Store where people can find the most innovative technological products on the market, also selected as previews. On the other hand, the B2B aspect is expressed through Webidoo Digital Services and Webidoo Farm, which assist businesses, SMEs, and professionals in choosing, implementing, and managing the best technological and digital solutions for business and strategic areas such as Digital Presence, E-Commerce, Digital Advertising, and Social Media.
The group's strong innovative drive is also evident in Webidoo Gaming, the company that takes the business into the world of esports with teams engaged in the most important international championships. It also caters to businesses by providing entirely new digital opportunities to promote their activities on cutting-edge digital channels, such as Twitch.
Recently, the group's offering for the digital transformation of SMEs has been further enriched with Jooice, the world's first technology that simplifies the management of digital services by unifying them in a single virtual place where activities accelerating business growth can be carried out. Jooice is a registered patent owned by Webidoo.
The company is composed of a team of over 300 individuals, including employees and digital consultants, operating in Italy, Spain, the Balkans, and the USA.

webidoogroup.com
webidoo.it
jooice.com
webidoo.store

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