Stefania Ingannamorte becomes head of finance for all webidoo Group companies

Milan, June 30, 2022 - New hires, staff recruitment throughout Italy and team expansion also characterize the second half of the year for webidoo, the digital company specializing in the digital transformation of Italian SMEs.

Stefania Ingannamorte is the new Head of Finance for all companies in the webidoo spa Group, which also includes webidoo farm, webidoo store, and webidoo gaming; she has been promoted to the new role to support the board of directors in defining new financial and development strategies and supporting the continuous improvement of the Group companies.

Growing steadily, after the capital increase and the entry of 8a+ Fund from Banca Generali and TIM Ventures into the corporate structure in 2021, webidoo continues to strengthen its staff with a marked focus on gender balance with the aim of creating a high-level C-level capable of meeting the major challenges of the company, which is engaged in an ambitious expansion project between the development of new products and services, corporate acquisitions and the opening of new markets.

"The rapid growth that has transformed us from a startup to an established company requires an articulated structure, with professionals who respond to ever new needs: and Stefania fully responds to this new challenge," emphasizes Giovanni Farese, general manager of webidoo. "We have to face an increasing complexity also given by the budding of new companies that correspond to the launch of projects complementary to our core business: we are convinced that people like Stefania, competent and motivated, are a fundamental asset to support this important and diversified growth."

Stefania Ingannamorte recently joined webidoo as head of the AFC department, after having held the same role in an innovative health-tech startup, supporting the CEO in corporate strategy and direction, and after having been Co-Founder and CFO of an edu-tech startup, incorporated in the US.

She lived and worked in Dublin, in an American multinational company, where she developed and matured her knowledge in Finance, especially with respect to USGAAP accounting standards. Stefania is also a mentor to a number of incubators and accelerators, and advisor to startups and innovative entrepreneurial projects, both in Italy and abroad.

At webidoo, he will be responsible for the preparation of the Annual Report, financial and accounting reports and analysis, related to the performance of the company as a whole, as well as individual areas. He/she is, in addition, the contact person for the AFC department for auditors, consultants, lending institutions and partners and is responsible for supporting feasibility study, incubation and launching of new projects and investments.

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Informazioni su Webidoo SpA
Webidoo, a company specializing in promoting Digital Transformation, was born in 2017 from an 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 technology and digital solutions for consumers and SMEs.
Consumers can find the most innovative technology products, selected by webidoo including previews, available at one of the Experience Stores or online at www.webidoo.store.
Businesses, SMEs and professionals are supported in choosing, implementing and managing the best technology and digital solutions for their business and in strategic areas such as Digital Presence, E-Commerce, Digital Advertising and Social Media.
The company, with strong innovative traction, consists of a team of more than 300 employees and digital consultants and operates in Italy, Spain and the Balkans.

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