



## **Elisabetta Pagone becomes General Counsel of webidoo**

Milan, April 7, 2022 - New hires, staff recruitment throughout Italy and team expansion characterize the start of the year for webidoo, the digital company specializing in the digital transformation of Italian SMEs. Elisabetta Pagone, a lawyer, is promoted to General Counsel, to advise all areas of the company on key legal and corporate issues. Elisabetta also recently joined as a Board Member of webidoo.

Constantly growing, after the capital increase and the entry of the 8a+ Fund of 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 engaged in an ambitious expansion project between the development of new products and services, corporate acquisitions and the opening of new markets.

"People are at the center of our business and have our full attention," emphasizes Giovanni Farese, general manager of webidoo. "Attracting and investing in new talent like Elisabetta has always been our priority. The rapid growth that has transformed us from a startup to a well-established company requires an articulated structure, with professionals responding to ever-new needs: we have to cope with ever-increasing complexity, both internally and externally, and having a team of people who are prepared, motivated, and in love with our project like Elisabetta is at the heart of it all."

With a law degree from the University of Salento and a Master of Laws (LL.M) in International Trade Law from the UN campus in Turin, Elisabetta has been a member of the Milan Bar since 2018. Before starting her collaboration with webidoo, she gained several experiences at international and national law firms, advising and assisting companies in the areas of corporate law, privacy, competition law, real estate and commercial contracting.

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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](http://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.

[webidoo.it](http://webidoo.it)

[webidoo.store](http://webidoo.store)

### **Contatti Ufficio stampa Webidoo SpA**

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