

Press release

**DIGITAL360, SABRINA PALADINI APPOINTED CHIEF PEOPLE AND
TRANSFORMATION OFFICER**

Milan, 24 July 2024 - **DIGITAL360** announces the appointment of **Sabrina Paladini** as Chief People & Transformation Officer of the Group, heading the new People & Transformation Department.

In this role, Sabrina Paladini is responsible for leading the structure that ensures the coherence and operational implementation of corporate purpose and values in coordination with the Group's functions, for defining performance management and performance measurement systems, for planning the selection and development of people, for building growth plans and enhancing the potential of employees and collaborators, for managing employer branding and internal communication, and for establishing collaboration tools and training plans in an important evolutionary phase for the DIGITAL360 Group.

Sabrina Paladini joined the Group in 2022 following the acquisition of a majority stake in Methodos Group, of which she was Vice President, as well as co-founder, partner and head of Methodos France. Since 2008, she has been involved in the development of the company's internationalisation plan, launching the first cross-cultural team. With an international background and career that took her for many years to Spain and Belgium, she has worked alongside prestigious brands in complex cultural change management projects in the luxury, services and technology sectors. She has strong expertise in cultural change management, high performing team projects, customer experience network cascading, leadership development programmes and business coaching.

*"I am delighted to welcome Sabrina Paladini to her new position, certain that her successful experience will be a strategic growth factor for our company," says **Massimo Luca Arioli**, CEO of DIGITAL360. "DIGITAL360 has grown at an average annual rate of over 40% in recent years thanks to an organisational strategy centred on people, the integration of entrepreneurs and their teams, and the cultural enhancement of diversity. We have entrusted the new structure dedicated to this path to an entrepreneur and manager with consolidated experience alongside outstanding Italian and global multinationals. The Group today is the ideal union of entrepreneurs, managers and professionals who believe in generative relationships and the role of digital innovation combined with sustainability to create both economic value for the market and social and cultural value for the community. The new structure led by Sabrina Paladini will contribute to these goals, investing in individuals and their potential and providing them with innovative tools such as those based on AI".*

"I have had the good fortune to participate as an entrepreneur in the growth of DIGITAL360 and to belong to a community of people concretely committed to transferring both within the



*organisation, towards employees, and externally, towards all stakeholders, the benefits of the technological innovation they work on. It is a multi-generational and multicultural group, with an attitude of constant research, which has been able to attract professionals and young talents around an original business model and important values, linked to building a fair and inclusive future society,' comments **Sabrina Paladini**. "I enthusiastically welcomed the appointment by the Board of Directors because I see an environment that is sensitive to change, a fertile ground for creating new initiatives that stimulate individuals and help them make a positive impact right away, making a difference in each of the sectors in which they operate".*

DIGITAL360, Benefit Company, thanks to the combination of people and advanced technology, accompanies companies, organisations and public administrations in understanding and implementing digital innovation. A pioneer in Martech and Consultech services, it aggregates around its network of portals the largest community of managers, entrepreneurs and professionals interested in digital transformation in Italy, the Iberian Peninsula and Spanish-speaking Latin America.

Founded in 2012 from university research, the Group has grown at an average annual rate (CAGR) of more than 40%, surpassing EUR 115 million in revenue by 2023, thanks to significant organic development and a clear M&A strategy. It operates in 8 countries with more than 1,200 employees. In October 2023, DIGITAL360 exited the EGM of the Italian Stock Exchange where it had been listed since June 2017 (after a share price growth of 365%), thanks to the support of the investment fund Three Hills Capital Partners. With the entry of Three Hills Capital Partners into the shareholding structure, DIGITAL360 embarked on a new phase of consolidation and growth, thanks not only to the significant financial resources made available by the fund, but also to its expertise and relationships.

DIGITAL360

DIGITAL360, a benefit company, aims to accompany companies and public administrations in the understanding and implementation of digital transformation and to encourage them to meet the best technology suppliers. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation", supports technology companies (vendors, software houses, system integrators, start-ups, etc.) in communication, storytelling, event management and generation of business opportunities; the other, called "Advisory & Coaching" supports companies and public administrations in their process of innovation and digital transformation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and skills thanks to analysts, journalists, consultants and experts in the digital world, united by a great passion and mission: digital innovation as an engine for the growth and modernisation of our country. For further information: www.digital360.it

--

DIGITAL360 Press Office: d'I Communication

Piero Orlando - email: po@dicomunicazione.it | cell: +39 3351753472

Silvia Morelli - email: sm@dicomunicazione.it | mobile: +39 3383052255

