

## Econocom Group appoints Emiliano Veronesi as General Manager

Milan, November 26<sup>th</sup> 2019 – **Econocom Italia**, European player that facilitates digital and technological transformation for companies through the design and the offering of as a service solutions, announces the **appointment of Emiliano Veronesi as General Manager for Econocom Group in Italy**.

Emiliano Veronesi, 46 years old, has arrived at Econocom after a careful selection process, started in the spring 2019, aimed at strengthening the company's positioning on the Italian market. Thanks to his remarkable experience in General Management and Finance and his knowledge of the market, with over 20 years in prominent professional environments, he has held leadership positions during his career both in Italy and abroad at TBG Energy, Metro AG, General Electric, General Motors, Ernst & Young.

As General Manager, Emiliano Veronesi will be responsible of Econocom Group in Italy. He will define and implement the new long-term strategy of the company, which aims to position Econocom Italia as strategic and technological partner for as a service and pay-per-use solutions.

Emiliano Veronesi will also develop a plan of cross-fertilization initiatives, which will contribute to create further business opportunities at both Italian and European level by exploiting commercial synergies with Econocom's Satellite companies. He will develop a customer proximity-oriented culture that will involve the organization and the processes with the aim to make the company closer to clients, agile and responsive to their strategic and innovation needs.

*"In a world where technology's fruition trend is increasingly oriented towards use and sharing over purchasing, Econocom has a unique development model supported by an offering devoted to as a service and pay per use" claims **Emiliano Veronesi**, General Manager of Econocom Group in Italy. "I am delighted to join Econocom Italia and to have the opportunity to offer to our customers solutions and product-service combinations that meet their specific business needs through tailor-made contracts. I reflect myself deeply in the values of Econocom, boldness, good faith and responsiveness, which will guide my work and will be a significant part of all my actions and those of my team. I would like to thank customers and business partners for the trust they have always placed in us and which is a fundamental value for us".*

The Econocom Group management considers Italy as a very relevant market within the Group. The appointment of Emiliano Veronesi confirms the strategic role of Italy, where the Group is present for over 30 years and that represents the second country of the Group for revenue relevance.

Emiliano Veronesi's new role is also part of a broader plan to relaunch the company on the market, which has just been supported by an internal and external audit that has certified the solidity of the group and the potential of its business in the Country. Results that further strengthened and consolidated the Group's position in Italy.

### ECONOCOM

Econocom designs, finances and facilitates digital transformation for large companies and public organisations. The group works with its clients to devise digital solutions that are useful and create genuine, sustainable value. As 360-degree digital transformation specialists, Econocom is the only market player that combines technological and financial expertise through its project financing, equipment distribution and digital services businesses. With 10,800 employees in 18 countries and 40 years' experience, Econocom reported revenue of €3 billion. The Econocom Group share has been listed on Euronext Brussels since 1986 and is part of the Bel Mid and Family Business indices.

### FOR FURTHER INFORMATION

[www.econocom.com](http://www.econocom.com)  
Follow us on [Twitter](#)

#### Press contact

Desirée Fiamberti – Communication Manager  
[desiree.fiamberti@econocom.com](mailto:desiree.fiamberti@econocom.com)

Ufficio Stampa – Noesis  
+39. 02 8310511  
[econocom@noesis.net](mailto:econocom@noesis.net)