

Press Release

**24 ORE GROUP: ERALDO MINELLA
GENERAL MANAGER OF THE PROFESSIONAL AREA**

Milan, 16 January 2020 - The 24 ORE Group has appointed **Eraldo Minella** as **General Manager of the Professional Area**.

Previously Senior Advisor of the Professional Area from end 2018, Minella oversaw the relaunch of the Professional Area in 2019, hinged on a strategy aimed at developing a system of traditional and innovative products and services, which has resulted in a renewed print + digital products catalogue for professionals, the return of the Company on the software market with the *Valore 24* line, the launch of new networking initiatives such as *Partner 24 ORE*, an innovative and exclusive professional network that connects accountants and external partners to increase business opportunities, and *BePrime 24*, the first co-working space for accountants inaugurated in Milan in January 2020.

From 2012 at the head of product and commercial innovation projects for leading consulting companies, Minella has built a managerial and consulting track record in B2B Services for Professionals and Businesses, also holding various positions with multinationals and leading Italian professional publishing companies.

He has gained years of experience with **Il Sole 24 Ore** where, from 2004 to 2011, he headed the Professional Area (three Business Units: Professional Publishing, Software and Training), contributing significantly to the profitable development of business through both internal and external growth.

He was previously Marketing and Strategic Development Director at **De Agostini Professionale** where, following the acquisition of UTET, he led a post-merger integration and an integrated and synergistic product portfolio development project; prior to that, he was Marketing and New Media Director at **Wolters Kluwer**, where he was in charge of the successful launch of the first IT databases with regulatory and tax content and the first management software packages for accountants.

The full Curriculum Vitae of Eraldo Minella is available on the website www.gruppo24ore.com in the 'About Us' - 'Management' section.

For further information:

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