



PRESS RELEASE

ROBERTO CASTELLI
NEW COMMERCIAL DIRECTOR
OF ITWAY SPA

Ravenna, 27 March 2024

Roberto Castelli, former founder of Bcloud® S.r.l. and Strategic Consultant of ITWAY since February 2023, **has been appointed as Commercial Director of ITWAY starting from March 2024 to support the sales organization of the Cybersecurity & Resilience Business Unit.**

Roberto Castelli, 53 years old, is a senior manager, with entrepreneurial experience and an important professional curriculum; He is recognized by the market as **an expert in infrastructures, particularly in the areas of disaster recovery, datacenter, storage and cloud.**

[\(https://www.linkedin.com/in/castelliroberto/\)](https://www.linkedin.com/in/castelliroberto/)

Castelli's task will be to identify new technological partners, consolidate existing ones and expand new commercial areas and sales channels, as well as intervene on the sales and marketing strategies, to bring the company important growth results.

*"The collaboration with Itway will aim to select the best IT platforms in the world to accompany customers on a path of technological evolution thanks to a cloud-oriented architecture," **says Roberto Castelli, who continues** "the goal of our offer will be to improve performance and redefine the experience of security and resilience in the face of serious emergencies that could affect the regular activity of companies."*

*"We are very happy to continue this collaboration with Roberto as Itway's Commercial Director," says Chairman **and CEO G. Andrea Farina, who continues**, "Itway, with its strategic **Cyber Business Unit led by Angelo Salice, launched the** Itway cyber security & resiliency 360 line of products and services last year™ an extremely innovative and unique offer, Roberto will have the task of enhancing it and making it known" **continues Farina** "Since Castelli is well known in our market and appreciated by its customers, we expect a great contribution also on the commercial organization and marketing, with the aim of developing effective action plans in line with the business plan, of commercial development and, more generally, of the Group's evolution".*



Contacts:

<p>Press Office Itway Group Mirella Villa Comunicazione Sas Via Lipari 8 20144 Milan Mob. +39 335 7592701 www.villacomunicazione.it</p>	<p>Investor Relation Itway Group Massimo Grosso investor.relation@itway.com</p> <p>Marketing Communications Itway Group Tiziana Teghini tiziana.teghini@itway.com</p> <p>Itway S.p.A. Viale Achille Papa, 30 20149, Milan - Italy Oil. (+39) 0544 288710 info@itway.com</p>
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Founded in Ravenna on 4 July 1996 by G. Andrea Farina, and listed since 2001 on the Italian Stock Exchange on Euronext Milan (EXM), **Itway S.p.A.** is the head of a group that operates in the IT sector for the design, production and distribution of technologies and solutions in the cybersecurity, artificial intelligence (AI), cloud computing, big data and infrastructure sectors. The mission of the Itway Group is to offer its customers high quality standards by anticipating needs and proposing itself as a specialized and innovative player for Digital Transformation. The Itway Group is present in 5 countries: Italy, Greece, Turkey, USA and UAE with 9 operating offices in Ravenna, Milan, Trento, Rome, Naples, Athens, Istanbul, Ankara, Kansas City and Dubai-Hamiryah-Sharjah.