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Oggetto : Alkemy SpA - RUTH BLANCH IS THE
NEW CEO OF ALKEMY IBERIA

Testo del comunicato

Vedi allegato.



ALKEMY: RUTH BLANCH IS THE NEW CEO OF ALKEMY IBERIA

The company announces a new appointment in the Management of Spanish branch and confirms its commitment for promoting woman leadership

Milan, 26th April 2022 – **Alkemy S.p.A.**, ("Alkemy" or "the Company"), a company specialized in the evolution of the business model of large and medium-sized companies and listed on Euronext Star Milan (ALK), announces the new appointment as CEO at Alkemy Iberia: **Ruth Blanch** will lead the Madrid branch, confirming Alkemy's commitment to promoting women in leadership roles for emphasizing corporate culture and values.

Ruth Blanch has extensive experience in the digital marketing sector. She graduated with an MBA in Communication Sciences from IE University in Madrid. Before joining Alkemy Iberia, she worked in Prisa and Vocento, two of the leading communication agencies in Spain. Afterwards she entered in Rebold, as Country Manager for Spain and Vice President for Europe for 8 years. She also followed the merger of Rebold and Antevenio, managing a team of 230 people between Barcelona, Madrid, Milan and Paris.

Thanks to her expertise in performance marketing, branded content and new technologies, as CEO, Ruth Blanch will reach the goal of consolidating Alkemy's leadership and positioning in Spain, in the digital landscape of Southern Europe.

*"We are very happy to welcome in our Group a woman with an exceptional professional background like Ruth. With over 25 years of professional experience in managing digital media businesses, Ruth will enrich Alkemy Iberia's skills and offer, supporting its growth for the next years. We are confident that Ruth will contribute to consolidate our Group's leadership in a crucial market like Spain " – commented **Alkemy CEO Duccio Vitali**. "We are glad to announce her entry into such a relevant position, because, in addition to her incredible skills and experience, Ruth perfectly matches our culture and values. "*

Ruth Blanch, Alkemy Iberia CEO said: *"I am incredibly proud and excited about being part of Alkemy Group. I really think we have the best talent and the proven expertise to help companies to accelerate their digital transformation. Through synergies between Italy and Spain and by leveraging innovation and technology we are poised to make an even bigger impact for our clients and partners".*

Alkemy S.p.A. works to improve the market positioning and competitiveness of large and medium-sized companies by stimulating the evolution of the business model in line with technological innovation and consumer behavior. Alkemy integrates skills in the areas of Consulting, Data & Analytics, Digital Marketing, Creativity, Design e Technology, designed for the post-digital context, which covers the entire value chain from strategy to implementation.

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