

# Media Release

## MARCO GIOIENI APPOINTED CEO OF ALLIANZ PARTNERS ITALY

Milan, 4<sup>th</sup> July 2022

**Allianz Partners, a world leader in assistance and insurance services, announces the appointment of Marco Gioieni as CEO for Allianz Partners Italy, effective 4<sup>th</sup> July 2022. Gioieni will report to Alexis Obligi, Regional CEO for Western Europe, Latin America & MEA, at Allianz Partners.**

Gioieni brings extensive, high-profile international experience in sales & marketing with a focus on business innovation and digital transformation, having held various leadership positions in the telecommunications and financial services sectors at local and global level. Most recently, he served as Group Chief Marketing Officer of Allianz Trade (former Euler Hermes).

*"I am very excited to join Allianz Partners Italy," said Marco Gioieni. "I believe Allianz Partners has a unique purpose to help people through some of the most challenging moments of their life: while travelling, during their daily mobility, at home, or in case of health-related issues. The company embodies the vision and values of providing peace of mind to customers and partners through innovative solutions."*

Part of the Allianz Group since 2016, Gioieni joined Allianz Trade as Regional Marketing Director for the Mediterranean, Middle East and Africa region, where he was responsible for lead generation, sales and customer initiatives, product offerings and strategic partnerships. In 2018 he was then appointed Group Chief Marketing Officer based in Paris. In this role, Gioieni led the setup of a new global digital marketing strategy, a customer centricity program across the entire group, and successfully led Euler Hermes' rebranding project to Allianz Trade.

Gioieni holds a Degree in Computer Science Engineering from University of Parma and an Executive Program Degree in Marketing from SDA Bocconi University.

*"I am proud to welcome Marco Gioieni among us," comments Alexis Obligi, Regional CEO for Western Europe, Latin America & MEA. "I am sure that, thanks to his track record and innovative vision, he will lead the company towards new and exciting opportunities."*

Marco Gioieni succeeds to Paola Corna Pellegrini, who retired at the end of June after a long and fruitful career.

## Media Contacts

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### Allianz Partners

Allianz Partners is a world leader in B2B2C insurance and assistance, offering global solutions that span international health and life, travel insurance, mobility and assistance. Customer driven, our innovative experts are redefining insurance services by delivering future-ready, high-tech high-touch products and solutions that go beyond traditional insurance. Our products are embedded seamlessly into our partners' businesses or sold directly to customers, and are available through four commercial brands: Allianz Assistance, Allianz Automotive, Allianz Travel and Allianz Care. Present in over 75 countries, our 19,400 employees speak 70 languages, handle over 58 million cases each year, and are motivated to go the extra mile to offer peace of mind to our customers around the world.

For more information, please visit: [www.allianz-partners.com](http://www.allianz-partners.com)