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## News Sales Director and New Deals for Atex in Italy

Press Release

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## News Sales Director and New Deals for Atex in Italy

Atex announces that Fabrizio Riva has been appointed Sales Director for Italy and the closing of new deals with "Il Centro" and "La Città".

**Fabrizio Riva**, former manager of the managed services activities for Atex, has been appointed Sales Director for Italy, with the goal of increasing the adoption of Atex Digital Media, the cloud based, innovative and easy to use multi-channel content management solution that has been recently introduced to the market.



**Federico Marturano**, Country Manager for Southern Europe and AsiaPac, explains: "Publishers are facing years of rapid change.

Readers are looking for more authoritative and quality journalism; they want better news, delivered to their channels of choice. Content management must offer richer features and should be accessible from anywhere on any type of device. Efficiency must be increased and operational costs and burden reduced. This translates into our new Digital Media cloud offering. With his experience, Fabrizio has the right skills and know-how that are needed to help our customers in moving from traditional, hosted, setups into the new models. Selling a cloud solution requires a consultative approach, there are many concerns that needs to be addressed together with our customers, from the right migration processes to the security procedures, with a clear analysis of benefits and return of the investment."

Fabrizio could not start in his new role in a better way, since he already closed two deals, with "Il Centro", based in Pescara and "La Città", based in Salerno. Both are very active local newspapers that were part of the Finegil group of local newspapers and have been recently acquired by new owners.

They are both adopting the Atex Cloud solutions, hosted by our partner Elmec in Varese.

**Fabrizio Riva** commented: "Both newspapers had to quickly become independent from the Finegil group, setting up their own multi-channel content management and publishing systems. They also needed to offer a new, fresh look and options to their readers. Atex has been selected because we have been able to offer a turn-key service, designing with them a new

complete environment, with a revamped digital presence and coordination of all the other suppliers”

Fabrizio Riva can be contacted as [friva@atex.com](mailto:friva@atex.com)

## About

Atex is a global technology company providing software and software-enabled services for media-rich industries. Atex develops editorial, web content management systems and advertising management platforms that enable companies to streamline operations and build multi-channel revenues. Atex is committed to developing and delivering software products that are increasingly engaging, collaborative, targeted, contextually relevant, and available on demand. See [www.atex.com](http://www.atex.com).

For further information, please reach Atex at <http://www.atex.com/contact>

