



## PRESS RELEASE

### **Quadrivio Group and Microsoft Italy working together to bring artificial intelligence to Italian SMEs**

**Vincenzo Esposito, CEO of Microsoft Italy, named as Senior Advisor to the Group.**

*Milan, 7 May 2024*

**Quadrivio Group** – operating in the private equity realm for over 25 years now – and **Microsoft Italy** – the multinational active in the technology sector – **announce Vincenzo Esposito has been appointed as new Senior Advisor to the Group.**

**CEO of Microsoft Italy since 2023, Vincenzo Esposito has lengthy experience in the field of new technologies and their application within organizations of all sizes. The goal of this teamwork is to support and speed up the process of technological transition and adoption of artificial intelligence systems by Quadrivio Group and its four specialized private equity funds: *Lifestyle Fund, Lifestyle Fund II, Industry 4.0 Fund and Silver Economy Fund.***

Nowadays, it is clearer than ever how SMEs can go beyond their own structural limits merely by investing in generative AI, enabling these companies to seize market opportunities and further enhance the innovative properties of products and services. **The inclusion of a senior advisor to focus on AI confirms Quadrivio Group's awareness of this question, as well as its desire to transfer new skills and expertise to its teams and portfolio companies.**

**Mr Esposito will put his experience at the service of the Group, assisting the portfolio companies during this delicate process of technological – and cultural – transition.** Adopting AI not only means acquiring technologies but above all implies the full involvement of the company executives, for a gradual change in enterprise business model and the management's mindset – factors Quadrivio Group considers crucial and necessary for its companies' competitiveness at an international level.

**Vincenzo Esposito, CEO of Microsoft Italy,** commented on his new position: *“Generative artificial intelligence offers small- and medium-sized companies the scope to experience – rapidly and at limited costs – the advantages of these technologies to boost growth and competitiveness. I'm very pleased to join Quadrivio Group as Senior Advisor on technological matters and to bring skills and resources to the organization and its portfolio companies so that they can quicken the pace in their innovation and development.”*

For **Alessandro Binello, Group CEO of Quadrivio Group:** *“The spread of generative artificial intelligence means we are witnessing an epochal change. Today, companies need to be guided in navigating this new context of innovation, to assist them in the responsible adoption of new technologies and artificial intelligence. We're proud to have a major sector expert on our team and we're certain this will speed up the development and competitiveness of our portfolio companies.”*

**Roberto Crapelli, Managing Partner at Quadrivio Group,** also expressed his great satisfaction at the new addition: *“With Microsoft guiding artificial intelligence developments, we're getting a pilot initiative underway to establish the strategic and operative use of AI also within Italian SMEs, where we expect significant competitive advantages and the swifter creation of value.”*

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## QUADRIVIO GROUP

Quadrivio Group is active in alternative investments. It has been operating in the private equity sector for over 25 years and currently supports and manages four thematic investment funds: Lifestyle Fund, Lifestyle Fund II, Industry 4.0 Fund and Silver Economy Fund. These invest in Italian excellence, lifestyle, the digital transition for SMEs, and the Silver Age, respectively. The company offers a broad range of investment solutions, to suit a variety of risk profiles. Quadrivio Group's mission is to monitor the most important international sector trends and to develop products in line with the needs of both private and public investors. Its track record of over 100 investments and its highly specialized teams have enabled it to steadily achieve ambitious results and to reach top-quartile performance. The management holds 100% of Quadrivio Group and invests directly in its funds, thus ensuring a complete alignment between in-house and investor interests. The group has offices in the main financial hubs: Milan, London, Paris, Luxembourg, Los Angeles, New York and Hong Kong.

Info: [www.quadriviogroup.com](http://www.quadriviogroup.com)

## Microsoft

Microsoft assists organizations in building their innovation projects through artificial intelligence-based platforms and tools. The corporation is committed to fostering responsible broad-scale AI use, with the mission of supporting people and organizations worldwide to get more from technology and digital solutions.

Further information on Microsoft is available at <https://www.microsoft.com/it-it/>

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