



# Mirta de Benedictis

Head of Communications and Corporate Branding

Mirta de Benedictis has been appointed Head of Communications and Corporate Branding for ATR as of February 2020, reporting to ATR's Chief Executive Officer, Stefano Bortoli, and in this position is member of the company's Executive Committee.

Prior to this position, Mirta de Benedictis was Head of the Editorial Board from April 2016 within the Communications function of Leonardo, handling the selection and review of all content related to external communications, website, brochures, marketing materials, news. Until 2016 Mirta was Executive Director Communications of Selex ES, member of the Executive Committee, managing a transnational team of 60 people. Previously she was responsible of Communications of Selex Galileo, the Anglo-Italian company of Finmeccanica in the Airborne electronics field. The company then merged with Selex Sistemi Integrati and Selex Elsag to become Selex ES.

In all these positions responsibilities covered internal and external comms, intranet, website, social media, exhibitions and events, press, conference and presentation preparations, marketing materials and audio visual tools. Mirta also headed the Sponsorship Committee and was responsible for the production and review of all related policies and processes, such as sponsorship, shows and exhibitions, gifts and entertainment, tailored for both the Italian and the British regulations. Before this, Mirta covered positions with increasing responsibilities in Government, Strategy, and programme management.

Mirta has completed her studies in French languages and has lived for years in the United States where she passed the Baccalauréat, and in Lebanon, where she studied Business Administration at the American University of Beirut.

She's in charge of developing and implementing the corporate communication strategy of ATR (and its subsidiaries) as well as providing strategic advice to the company's management on all communication and reputation related topics in order to promote and protect the brand, its products and services as well as its reputation in full alignment with the company goals and business plan and in close collaboration with all the business functions and in alignment with shareholders communication functions.



ATR

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