



**Not “more to do more.” But “plus to do better.”**  
**[Alkemy]+ launches: the integrated marketing, design and  
commerce division of Alkemy Group**

*An ecosystem of excellence designed for a new generation of brands. Led by  
Managing Director Massimiliano Trisolino.*

Milan, March 24, 2026 – Amid rapid technological innovation, increasingly complex organizational models and evolving communication languages, the marketing and communication industry is undergoing deep and continuous transformation. It is within this context that **[Alkemy]+** is launched - the **Alkemy Group** division led by **Managing Director Massimiliano Trisolino** - which brings together under one unified umbrella all the Group's creative entities (*Atoms, Connexia, COSMIC, Design Group Italia and Witailer*), integrating them with the technological capabilities of its other two practices, **[Alkemy] Data.Tech.AI** and **[Alkemy] Retail Tech**. The result is an integrated ecosystem of capabilities designed to seamlessly connect **creativity, design, media and commerce**, operating on a shared infrastructure built on strategy, data, technology and Artificial Intelligence.

At the core of the new brand, the concept of “**plus**” does not stand for an addition of capabilities, but for a **distinctive approach to collaboration and cross-disciplinary integration**. In this model, every intersection becomes an opportunity for innovation, and every idea starts from a simple question: what more can this become? **The goal is to generate solutions that are more effective, original, relevant and tangible**, supporting brands across their entire value chain - from brand building to product design, from experience design to communication strategy, from media distribution to commerce and marketplace development.

*“**[Alkemy]+** represents the evolution of the ‘Alkemy model’, where **every intersection of capabilities blends in an almost alchemical way to generate innovation**. It is a fully integrated and integrable platform within a broader and more ambitious vision: **Alkemy Group**, an end-to-end enabler capable of transforming the relationship between brands and consumers by creating experiences that go beyond the boundaries of physical and digital. From predictive models supporting strategy and decision-making - developed by **[Alkemy] Data.Tech.AI** - to in-store platforms and solutions designed by **[Alkemy] Retail Tech**, **[Alkemy]+** allows us to offer the market a truly holistic approach, delivering value and vision from consulting to execution, from technology to branding. Completing our value proposition is **Alkemy Nova**, the practice focused on evolving customer engagement and loyalty models.” - Duccio Vitali, CEO of Alkemy Group*

# [Alkemy]<sup>+</sup>

With over 500 professionals, [Alkemy]<sup>+</sup> operates through **four vertical competence centers**, each led by a **Managing Director**, developing specialized capabilities within a synergistic system:

- **Communication & Production**

led by **Federica Busino**, where the integration of creativity, communication and digital content production transforms ideas into tangible business results, enabling brands to build coherent narrative platforms and activate them across channels. This area brings together the heritage of **Alkemy BX**, **Connexia** and **COSMIC** (led by founder and CEO **Eliana Salvi**).

- **Design**

led by **Valentino Caporizzi**, where design becomes a strategic tool to connect creativity, technology and human needs. At its core is **Design Group Italia**, a multidisciplinary design studio with over fifty years of history, internationally recognized expertise and multiple Compasso d'Oro awards, now enriched by **Atoms'** experience design capabilities.

- **Marketing & Media**

led by **Mario Varriale**, where media planning, digital marketing and data analytics converge into a technology-enabled full-funnel approach, measuring the impact of investments across all brand touchpoints. This area combines **Alkemy** and **Connexia's** media expertise with the specialized capabilities of Retex China - now **[Alkemy]<sup>+</sup> China** - supporting Western brands in their digital expansion into the Chinese market.

- **Commerce**

led by **Beatrice Monza**, where digital commerce strategies and marketplace management come together to support brand growth across digital commerce environments. At its core is **Witailer**, a brand specialized in the Amazon ecosystem and major European marketplaces.

To ensure coherence and operational fluidity, **five specialist hubs** work across all competence centers: **Strategy & Intelligence**, ensuring consistency across the entire value chain; **Generative AI**, enhancing creativity, improving production processes and enabling greater personalization; **Product**, focused on developing actionable products and services; **Client Services**, ensuring agile and reliable project governance; **Operations**, reducing friction and complexity across project execution.

*“In a complex market scenario undergoing deep structural transformation, [Alkemy]<sup>+</sup> introduces a cultural shift that redefines both approach and operating model, with a deep understanding of brand business dynamics. The combination of excellence in creativity, design, media and commerce - supported by an infrastructure that integrates data, technology and Artificial Intelligence - evolves into a new level of design coherence, where aesthetics, innovation and industrial capability coexist in service of brands. Our true ‘plus’ lies in our ability to orchestrate diverse capabilities, professional cultures and innovative*

# [Alkemy]<sup>+</sup>

*languages, creating a new and truly differentiating communication paradigm for our clients— strategic in quality, brilliant in creativity, agile in response, flawless in execution and consistent in value generation.” - Massimiliano Trisolino, Managing Director*

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## **[Alkemy]<sup>+</sup>**

[Alkemy]<sup>+</sup> is the Alkemy Group brand that brings together creativity, design, media and commerce within an ecosystem of capabilities designed to support brand growth across the entire value chain.

With more than 500 professionals across Italy and Spain, [Alkemy]<sup>+</sup> operates with an independent approach and an international outlook, helping companies develop integrated marketing and communication strategies.

[www.alkemyplus.com](http://www.alkemyplus.com)

## **ALKEMY GROUP**

Alkemy Group supports companies in innovating their relationship with customers through a design-driven approach based on data, technology, AI, media, design and creativity - creating experiences that go beyond the boundaries of physical and digital and generate sustainable value over time.

The Group is structured into three areas of excellence: **[Alkemy] Data.Tech.AI**, focused on evolving business models powered by technology and enabled by AI; **[Alkemy] Retail Tech**, specializing in software and technology for the retail sector; **[Alkemy]<sup>+</sup>**, dedicated to creativity, communication, design, media and commerce.

Its offering is further enhanced by **Alkemy Nova**, the practice focused on the evolution of customer engagement and loyalty models.

Alkemy Group's integrated services and solutions span multiple industries, including Financial Services, Utilities, Retail, Fashion & Luxury, Healthcare, Industrial, Telco, Sport & Media.

The Group was established with the support of FSI - the leading European growth equity investor dedicated to a single country, Italy - through the combination of leading companies in their respective fields: Alkemy, COSMIC, Konvergence, Retex and Tier 1.

Headquartered in Milan and with more than 2,000 professionals, Alkemy Group has a strong presence in Italy and Spain, serving a portfolio of over 1,000 clients.

[www.alkemy.com](http://www.alkemy.com)