

## **Roberta Visigalli**

PattiChiari Consortium, Italian Banking Association

Roberta Visigalli, 42 years old, has been in the communications field for almost 20 years. She has been the Head of Financial Education department of the PattiChiari Consortium within IBA (Italian Banking Association) since 2005. Ms. Visigalli believes in the mission of the PattiChiari Consortium, the financial education vehicle of the IBA that provides customers with simple comparison tools and financial education programmes. She is responsible for planning, developing and implementing these programmes aimed to improve Italian citizens understanding of financial products and to help them to make informed choices.

In this role she has put in place a huge plan aimed at spreading financial education through projects for schools , territorial initiatives , on-line tools , co-operations with external partners and national communication campaigns.

Ms. Visigalli began her career at Microsoft, where she gained significant experience in business communications, public relations and community affairs. She oversaw IT literacy communication programmes and specific projects designed to realize the potential of organizations and individuals through new technology.