

## **Planet Smart City strengthens digital strategy with appointment of Alan Marcus**

*New Chief Digital Strategy Officer brings his experience at the World Economic Forum to enhance the lives of Planet's residents through services, data analytics and digital technology*

**LONDON: 8<sup>th</sup> November 2019** – Planet Smart City, the global leader in smart affordable housing, is pleased to announce the appointment of Alan Marcus as its Chief Digital Strategy Officer.

Alan brings a wealth of experience using digitalisation to transform businesses and leading policy discussions on how societies can take advantage of the integration of technology into our day-to-day life. He served as head of technology, media and digital at the World Economic Forum (WEF), sitting on the organisation's executive committee and managing a \$55 million practice. Prior to his role at WEF, Alan worked as vice-president and chief marketing officer at Symbol Technology, a Motorola company, driving the company's expansion into new markets.

Alan will now leverage this experience to support Planet Smart City's mission to provide smart affordable housing that places community-focused services at its heart. In particular, Alan will explore how data analytics can be used to enhance the lives of residents through more effective hyper-local services.

In his new role, he will look at ways to optimise the Planet App, the Company's free downloadable platform allowing residents to interact with everything in the smart neighbourhood. Alan's aim will be to use this innovative tool to boost community interaction and offer a more diverse set of services to local people and businesses. He will also use his expertise to identify further ways data analytics and digital technology can be used to drive valuable efficiencies in Planet's development of affordable housing.

Services powered by Planet App are a key element of Planet's offer to residents. The platform is already supporting interaction between residents to organise community-led projects. Through the app, residents will also access affordable goods and services, spanning from education, work, health, security, sport, home, food and mobility, that generate value and continued engagement of community members.

**Alan Marcus, Chief Digital Strategy Officer of Planet Smart City commented:** "I'm really excited to join Planet Smart City. The real estate sector has incredible potential for integrating digital technologies in a way that not only helps solve one of the most pressing issues in the world today, the lack of high-quality affordable housing, but also provides better services and better quality of life for thousands of people around the world. I've been impressed by the way the company is integrating technology with face-to-face services and am confident this can drive considerable value for both the business and the residents of Planet's communities."

**Giovanni Savio, Co-Founder and Global CEO of Planet Smart City said:** "I am delighted to welcome Alan to the business. His expertise is truly impressive, and he will bring a wealth of experience to the business. We have seen that the most successful developments are those tailored to the needs of local



residents and with Alan's deep understanding of data analytics, we can greatly enhance how we design our projects to deliver services that maximise the quality of life for residents and deliver value for our business."

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### **About Planet Smart City**

The global leader in smart affordable housing, Planet Smart City designs and builds cities and neighbourhoods that place people at the heart of every project. Our multi-disciplinary teams integrate architectural, digital, environmental and social innovation solutions to deliver high-quality low-cost homes, creating lasting value. As Planet sees cities evolving, we deliver places which host more than homes. They are supported by great infrastructure, technology, services and community engagement programmes.

Founded in 2015 by Italian real-estate experts Giovanni Savio and Susanna Marchionni, and chaired by physicist and entrepreneur Stefano Buono, the company has the vision to offer everyone the opportunity to live in a better home. Planet tackles the global housing challenge in countries with large housing deficits and also works in partnership with developers worldwide to revitalise existing communities through smart technologies. Our know-how is implemented globally whilst always catering for local culture and needs.

Planet's unique proposition has become a reality in Brazil where we are building Smart City Laguna, the first smart affordable housing project in the world, and Smart City Natal. Together, they will have about 40,000 residents. The company also has an active portfolio in Italy where it develops smart projects with key developers. Headquartered in London, Planet recently raised more than 50 million euros and is executing an ambitious growth plan which includes the launch of 30 large-scale residential projects by the end of 2023, with an intermediate milestone of 8 projects launched within the end of 2020.

For further information please visit: [www.planetsmartcity.com](http://www.planetsmartcity.com)

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