

## Planet Smart City appoints Chief Innovation Officer

*CIO to drive the further development and integration of Planet's innovative affordable housing solutions and lead its unique Competence Centre in Turin, Italy*

**LONDON: 24th October 2019** – Planet Smart City, the global leader in smart affordable housing, is pleased to announce the appointment of Cristiano Radaelli as Global Chief Innovation Officer and CEO of Planet Idea, the global Competence Centre based in Italy, which integrates Planet's smart solutions across projects worldwide.

In his role, he will work closely with Planet's global network of partners to develop new approaches to neighbourhood and districts, implementing smart solutions in Planet's four core areas: architecture and planning, digital technologies, environment, and social innovation. In addition, Cristiano will help optimise advisory projects of the Competence Centre across the whole smart value chain for real estate, which ultimately improve the lives of, and create long-lasting value for, each development's residents.

Cristiano joins Planet with a wealth of experience as an entrepreneur in digital technologies and transformation, as well as a passion for innovation. He has previously held global roles at GTE, Siemens, Nokia and Italtel and is currently the Vice President of Anitec-Assinform, a national association for information and communication technology companies in Italy.

Planet Smart City is known for its innovative approach to real estate and the appointment of its first Chief Innovation Officer showcases the business's dedication to accelerating the creation, enhancement and integration of its leading services and solutions into the design of residential neighbourhoods that place both sustainability and community at their core.

Cristiano is a member of the executive board of DigitalEurope, a leading trade association representing digital transformation industries in Europe. As part of his new role, Cristiano will work closely with some of the key social housing players around the world including government agencies.

**Cristiano Radaelli, Chief Innovation Officer of Planet Smart City commented:** "I am passionate to take up this role and be part of Planet's exciting journey. Planet's rapid growth and innovative vision is transforming the way housing projects are delivered worldwide, creating communities that are designed with people at their heart. I look forward to supporting the group's ambitious growth plans by further developing and expanding our business."



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**Giovanni Savio, Co-Founder and Global CEO of Planet Smart City said:** “We are delighted to welcome Cristiano to Planet Smart City and believe he will be a wonderful addition to the team. His deep knowledge, coupled with our shared vision to revolutionise the traditional real estate sector, will ensure we continue to offer the most innovative solutions to provide long term value and an improved quality of life for our residents across the globe.”

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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 transferred 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 8 large-scale residential projects by the end of 2020.

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

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