



PRESS RELEASE

**STRATEGIC CONSULTING, IT SERVICES, AND INNOVATION: Phoenix Group expands to the USA and launches its U.S. subsidiary Phoenix Spark Inc. with operational offices in Houston and San Francisco.**

**Verona, June 26, 2025** - **Phoenix Group**, a business hub offering management consulting, corporate finance, and technological and operational services—specialized in the insurance, banking, payments, and innovation sectors—has officially expanded into the United States with the launch of **Phoenix Spark Inc.**, its U.S. subsidiary incorporated in the State of Delaware on June 5, 2025, and a member of the Italy-America Chamber of Commerce of Texas.

Phoenix Spark has been established with a threefold mission:

- **To provide American industries**—especially big tech, innovative companies, start-ups, and system integrators—with its **core services** in management consulting, project design, and high-efficiency, high-specialization software development, using a predominantly **hybrid-offshoring model**;
- **To foster American-European innovation** in both directions, leveraging Phoenix's strong competencies and expertise in Corporate Innovation and Business Development;
- **To accelerate the international expansion of Italian companies** by facilitating their access to the U.S. market in terms of business development, operational services, and a supporting financial ecosystem.

**OFFICES IN HOUSTON AND SAN FRANCISCO** – As the Group's operational outpost in North America, **Phoenix Spark Inc.** has established its offices in two strategic locations: **Houston**, within the Innovation Factory at the **Texas Medical Center**, the world's largest medical complex; **San Francisco**, in the heart of Silicon Valley, where Phoenix Capital has been present since February 2024—being the only company from Northeast Italy—through its Innovation Outpost at **Innovit – Italian Innovation and Culture Hub**, the Italian Innovation Center in the Bay Area.

In Houston, Phoenix Spark Inc. strengthens its position not only in the **medical, life sciences, and innovation sectors**, but also in key industries for the Texas economy such as **oil & gas, space economy, food & beverage, and advanced manufacturing**.

**Phoenix Spark Inc.** aims to become a key partner for American innovation and industry, supporting operational needs and facilitating access to European markets. At the same time, it works to define the best strategies for Italian companies—already operating in or entering the U.S. market—to access financial, operational, and credit support, leveraging the vast industrial, banking, and institutional network that Phoenix Group has built over 15 years of activity.

**GOVERNANCE AND MANAGEMENT** – Phoenix Spark is led by **Giulio Fezzi** (President), **Giovanna Saraconi** (Secretary), and **Paola Del Zotto Ferrari** (Director).

**THE U.S. CONTEXT AND PHOENIX SPARK'S SUPPORT FOR ITALIAN COMPANIES** – The 2023/2024 ICE Report (by Italy's Trade & Investment Agency) confirms the U.S. as a strategic market for Italian businesses, driven by strong demand for innovation, technology, and high-value services. The United States is the top destination for ICE-supported initiatives: in 2024, Italian exports to the U.S. reached €65 billion, with a trade surplus of nearly €39 billion.

In this context, and considering today's geopolitical complexity and the impact of the **America First Trade Policy**, Phoenix Spark offers an integrated ecosystem of managerial and project consulting, technology, and operational services tailored to the cross-border needs of Italian enterprises. It supports their end-to-end integration into the market, innovation, and digital transformation, and provides business process outsourcing and strategic and financial consulting services.

Phoenix Spark builds on a network that connects local insights to global opportunities, clients to top universities and incubators, and industrial partners to the most innovative talents and solutions.

**PHOENIX GROUP: FROM VERONA TO THE WORLD, SUPPORTING BUSINESS AND INNOVATION** – Founded in Verona in 2008, Phoenix Group now operates from six key locations across Europe and the U.S.: Milan, Rome, Lausanne, Luxembourg, San Francisco, and Houston, with a new opening in New York City planned soon.

The Group stands out for its pragmatic and innovative approach, combining deep market knowledge with a results-driven mindset. It operates through a "Network Model" that connects markets, people, and industries across borders.

Between 2018 and 2024, Phoenix Group experienced significant growth, driven by a multidisciplinary team of **120 professionals** and an agile structure organized across **ten Business Units** offering integrated services in: Project & Program Management, IT Consulting & Software Development, CyberTech solutions (system integration, cybersecurity, AI, telecommunications), Business Development & End-to-End Services, Business Process Outsourcing, and a dedicated Phoenix Innovation Center.

The Group also boasts a network of over **80 strategic partners** and a diversified portfolio of **25 equity investments** in sectors such as Fintech/Insurtech, Agentic AI, cybersecurity, Biotech, food & beverages, media, and sports. Since 2014, innovation has been powered by **Atlantis Next**, Phoenix's tech arm specializing in system integration, cybersecurity, AI, and digital transformation.

Phoenix's commitment to people and youth is reflected in partnerships with 15 Italian universities, robust internal training programs, and an employee welfare plan. Its focus on sustainability is demonstrated by achieving the ESG Score – SI Rating Silver.

**Giulio Fezzi, President of Phoenix Group and Phoenix Spark Inc.**, commented: *"This carefully planned step marks a fundamental milestone in the international expansion of Phoenix Group. From its headquarters in Verona, the Group looks outward, strengthening its presence in a key market like the United States, where demand for advanced technological services and solutions is rapidly increasing, just like the need for support among Italian companies aiming to invest, operate, and compete in the U.S. market."*

**Paola Del Zotto Ferrari, Director of Phoenix Spark and Senior International Advisor at Phoenix Capital**, added: *"In a time of major geopolitical complexity and the impact of the 'America First' Trade Policy, we are witnessing strong momentum within the U.S. production ecosystem - especially in Texas - which offers promising foreign investment programs and flexibility in terms of regulation and compliance. Phoenix Spark serves as a qualified, connected, and reliable internationalization vehicle, designed to fully support both Italian companies seeking to enter the U.S. and local firms aiming to grow with high-quality business tools."*

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**Phoenix Spark Inc.** – Phoenix Spark Inc. is the U.S. subsidiary of Phoenix Group, a hub for management consulting, corporate finance, and advanced technological and operational services, with a strong focus on insurance, banking, payments, and innovation. With offices in Houston and San Francisco, Phoenix Spark Inc. provides American clients—particularly big tech firms, system integrators, and innovative companies—with project consulting and specialized software development services. A partner of Innovit – Italian Innovation and Culture Hub and member of the Italy-America Chamber of Commerce of Texas, Phoenix Spark acts as a bridge between American innovation and Italian enterprises looking to enter the U.S. market. ([www.phoenixcapital.it/en/phoenix-spark/](http://www.phoenixcapital.it/en/phoenix-spark/))