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Oggetto	:	Expert.ai introduces its new identity to the market: Vertical AI at the heart of competitiveness in regulated industries

Testo del comunicato

Vedi allegato

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Expert.ai introduces its new identity to the market: Vertical AI at the heart of competitiveness in regulated industries

The Group is consolidating its position in Vertical AI and strengthening its organization to support the transformation, growth and competitiveness of businesses, public administrations and healthcare organizations, building on more than 30 years of expertise in artificial intelligence

Modena, November 23, 2026

Transforming artificial intelligence into operational value and a driver of competitiveness through secure, reliable, and scalable solutions. It is with this positioning that Expert.ai is now presenting itself to the market with a new identity, targeting businesses, the public sector, and the healthcare industry. This evolution builds on the objectives of its 2026-2028 Strategic Plan and is supported by a stronger organizational structure.

Practical AI, more efficient processes, measurable value

Organizations are under growing pressure to stay competitive while modernizing the technology that powers their operations. In this context, Expert.ai is redefining the role of AI beyond an experimental tool, but a strategic asset for accelerating business transformation. By helping organizations adopt and integrate AI, Expert.ai delivers Vertical AI solutions tailored to the specific needs of each industry, focusing on critical business processes where the cost of error is highest.

More Than 30 years of experience with a vision for the future of AI

The Expert.ai Group's value proposition centers on implementing secure, scalable, explainable and reliable AI that meets the stringent compliance requirements of highly regulated industries, including banking, financial services and insurance, public sector and healthcare, life sciences; industrial, media and publishing. Building on more than 30 years of experience delivering AI solutions, Expert.ai serves as a partner for the development, adoption and integration of artificial intelligence into core enterprise-level processes. Expert.ai's work has also gained international recognition. In October 2026, Expert.ai was named to the FinTech Global InsurTech100 and selected by two North American insurance companies for underwriting and policy issuance.

The neurosymbolic approach to efficient, reliable and governable Vertical AI

Vertical AI builds on the expertise Expert.ai has developed through three decades of hands-on experience and hundreds of successful implementations, integrating proprietary technologies with the

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most advanced and effective techniques and models available on the market. Through its neurosymbolic approach, Expert.ai leverages the diverse capabilities of AI, optimizing and orchestrating them to address specific objectives and requirements: neural machine learning models, structured knowledge, business logic and semantic capabilities. This results in solutions that ensure accuracy, consistency, explainability, speed and predictable costs.

Brand identity and design

A new brand identity and logo, together with redesigned digital channels, reflect the Expert.ai Group's evolution and ambitions.

*Expert.ai's new logo reflects the Group's continued commitment to excellence and technological innovation, qualities recognized by its customers and partners. "**Expert**" stands as a leading reference in **AI** thanks to the unique expertise and capacity for innovation, is united with "AI" by a **green dot** that represents the human element, an essential part of any ambitious transformation journey.*

A stronger organization to support customers in today's challenges and tomorrow's opportunities

The new brand identity is accompanied by an organizational strengthening aligned with the 2026-2028 Strategic Plan, which is aimed at consolidating the customer base and expanding into new industries and geographies by leveraging industry-specific expertise and extending its market reach through commercial and strategic partnerships. The Group includes Ised (100% owned by Expert.ai), that strengthens its presence in the public sector and healthcare, and Fusion AI Labs, in which Expert.ai holds a 51% stake and which focuses on applied research. Expert.ai also holds a 40% stake in Villanova.ai.

New appointments

Umberto Pardi has been appointed **Group General Manager**, working alongside **Chairman** and **CEO Dario Pardi** in the company's day-to-day management. **Gabriele Donino** has been appointed **Chief Operations Officer**, with responsibility for coordinating the business functions and geographic regions where the Group operates, as well as overseeing operations and delivery. **Fabio Santini** has been appointed **Chief Solution and Innovation Officer**, responsible for guiding the Group through the evolution of its technology portfolio, directing targeted investments in R&D and driving the development of new solutions.

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Umberto Pardi, **Group General Manager** of **Expert.ai**, commented: *La nuova identità, la presenza digitale rinnovata e il rafforzamento del team esprimono la visione di un Gruppo che intende essere il partner di riferimento dei clienti nell'adozione dell'AI." The market is entering a phase of maturity where organizations can no longer approach AI adoption without addressing governance, security, cost predictability and measurable results. For this reason, we have strengthened our expertise, organization and capabilities to help organizations integrate Vertical AI into their strategic processes, leveraging existing technology investments to accelerate transformation and growth. Our new brand identity, redesigned digital presence and the strengthened team reflect our vision: to become the trusted partner organizations turn to as they adopt and scale AI."*

About Expert.ai

Expert.ai is an international group where expertise, innovation and human judgment come together. We empower organizations to operate better, faster and safer with enterprise-grade Vertical AI solutions.

Founded in 1989 and listed on the Euronext Growth Milan market (EXAI:IM), the group operates across Europe and North America, supporting enterprises and public administrations with state-of-the-art neurosymbolic AI, delivered with regulatory rigor and a human-centered approach.

30+ years of experience, hundreds of successful AI projects, trusted by customers like AXA XL, Generali, Sanofi, The Associated Press, Bloomberg INDG, Dow Jones, Philip Morris, S&P Commodity Insights and other leading organizations.

Expert.ai – Vertical AI for trusted decisions.

For more information, visit https://www.expert.ai

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