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## ANNALISA PONCHIA

DIRECTOR OF  
INNOVATION &  
CUSTOMER  
EXPERIENCE, DIRECTOR  
OF INTERNATIONAL  
CONGRESS  
DEVELOPMENT, AIM  
GROUP INTERNATIONAL

She joined [AIM Group International](#) as Director of Innovation and Customer Experience, and further appointed Director of International Congress Development, to develop a new compelling narrative to widen outreach and increase the company's visibility, in respect to the wide network of offices and presence worldwide.

Annalisa has over 30 years of international experience in events management and deep roots in the meeting industry, having organized conferences and events around the globe for the corporate sector, government, and associations. She spent nearly 12 years guiding the ESOT (European Society for Organ Transplantation) as CEO during which she gained substantial knowledge of the association environment and processes.

Her career includes previous 10 years of experience as entrepreneur running her own PCO company specialised in medical meetings.

Ponchia is a certified meeting professional, with CMP and CMM designations, active as speaker at numerous association and industry events, and is a [Member of the International Board of Directors of PCMA](#).