



## Lucia Pannese

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Lucia Pannese is managing director of imaginary srl and Games2Growth Ltd.

She graduated in Applied Mathematics from the University of Milano in 1993, with a specialisation in numerical analysis. Since then she has constantly been working in the field of technology enhanced learning (TEL) solutions, particularly in European innovation & research projects with management tasks. In the last 7 years the focus of her work and projects are serious games for learning and vocational training.

In February 2004 she is one of the funding partners of imaginary, a company part of the Innovation Network of the university Politecnico di Milano, where at present she covers the position of CEO and manager of the international "Innovation & Research and Serious Games" business area. In October 2008 she founds Games2Growth Ltd based at the Serious Games Institute, Coventry University Technology Park, where she also is the managing director.

With numerous Italian and international publications and presentations about Serious Games, learning and training, Lucia Pannese is often invited at international conferences dealing with the Serious Games and Storytelling topic. She was also the organiser of many international workshops about serious games in the last years and of some special issues of TEL magazines, always dedicated to serious games.