



Pietro Sella,
CEO, Sella Group

Pietro Sella is currently the CEO of Sella Group, a position he has held since 2004. He joined Banca Sella as a cashier in 1994. In 1997 he was assigned the task to innovate IT and later to establish the Private Banking Service. He then launched the bank's Online Banking, Financial Trading and ecommerce services, thus making Sella the first banking institution in Italy to do so. Under Pietro's guidance, the 130+ year old Banca Sella has scaled and evolved at a rapid rate. The group expanded internationally as well, with IT departments in Romania and India, becoming the first Italian bank with an open IT architecture.

In recent years, under Pietro's leadership as Sella Group's CEO, the institution has become a national leader within the new Open Finance field: in 2013, the Group established Sellalab, a startup accelerator, and Hype, the first Open Challenger Bank in Italy, was launched in 2014. In 2017 the Group launched the first open API banking platform in Italy, followed by the Fintech District, the Italian fintech community, based in Milan. These endeavors are now part of Fabrick, Sella's Open Financial Ecosystem that enables and promotes collaboration between banks, corporates and fintech startups and scaleups in order to create innovative solutions through its API platform.

Pietro has always been driven by a passion for entrepreneurship. In 1999, he oversaw Banca Sella's involvement in seed and venture capital activity, funding several Italian startups, funds, incubators, and accelerators, and the Group has launched its Venture Capital firm. Aside from being the Chairman of Endeavor Italy, Pietro is a Kauffman Fellow and the Chairman of Pri.Banks, the association of Italian privately owned banks.