

MEET THE TEAM

In each edition we introduce you to members of our network and meet their teams.

The Assistance Product Development and Network Management Team from Blue Assistance

Blue Assistance's offices are located in downtown Turin - a picturesque Italian city sitting alongside the River Po that is steeped in history and nestled at the foot of the Alps.

The company was founded in 1993 by Reale Group, one of the main nationwide insurance entities. In a short time, Blue Assistance earned the trust of the extra-captive market and, for 28 years, has been helping insurance companies, banks, brokers, agencies and funds to develop suitable solutions in a wide range of assistance services.

The successful provision of assistance is in the company's DNA and relies on an organisation of highly skilled professionals, and cutting edge, multichannel and interacting technologies that work together seamlessly to provide an outstanding service.

The Product Development and Network Management Team is the backbone of the assistance system and it enables the operations centre to provide help to customers across Italy, Europe and the rest of the world. In addition to this, the team has also developed an automated platform for roadside assistance providers.



VINCENZO GALLETTA

Chief of Product Development and Network

Vincenzo joined Blue Assistance two years ago after gaining experience working in health insurance and medical facility networking. He is a father to two children, Gabriele and Matilde. Outside of work he enjoys reading and loves to spend time walking and swimming in the sea. He is also president of a non-profit association that supports the creation of artistic events.



LORENZO GRASSIS

Head of Product Development

Lorenzo has been with the company for 12 years. He has many years of experience in the assistance services industry having started his early career as a 24/7 Assistance Operator. Following a 2 year stint leading the Sales Unit, he moved to Product Development. In his spare time, he likes reading, travelling the world and spending time with his two children, Giulia and Stefano.



GIANLUCA D'ELIA

Head of Network Development

Gianluca has been working for Blue Assistance since its inception and has witnessed many changes as the company has evolved. For the last 20 years, he has been leading the Health and Assistance Network Development Unit. When he's not at work, Gianluca likes to escape from the city and makes it his number one priority to be by the sea. This is a passion that he passed onto his children, Lorenzo and Alessandro.

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