

## Ilaria Profumi



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eXp Realty has appointed Ilaria Profumia as the Regional Director for the company's presence in Europe, Middle East, India and Africa (EMEIA). Profumi is a real estate veteran with experience operating in Italy, where she was a chief real estate executive for 15 years. Profumi is also a lawyer who spent two decades in legal roles within the real estate industry, including head of legal affairs and head of business development.

"I am thrilled to be joining eXp Realty, and am already a believer in the incredible vision of the organization," Profumi said. "Dedicating the past 15 years to the growth of an international real estate brand has confirmed my belief that people always make a difference. We are witnessing one of the greatest technological transformations in human history, but trends show that we need an offering that combines the traditional human relationship and the tech innovation to be successful and thrive. eXp Realty is the global alternative for all those real estate agents who have understood that innovation and inclusion are the basis of a long-term vision that makes the real estate market profitable."

Profumi will focus on strengthening the company's global footprint and presence in EMEIA, and will report to eXp Global President Michael Valdes.

"Profumi's strong experience and skills will be of high value to our overall strategy and growth in the region," said Valdes. "I am excited for her to play an integral role in accelerating the growth of the eXp brand throughout EMEIA."