

# Talent Day 2020

**Paving the Way to  
Your Future Career**

February 21, 2020

Start: 9:00 a.m.

Finish: 5:30 p.m.

-

NH Collection Barcelona Constanza  
C/ Deu i Mata, 69-99  
08029 Barcelona, Spain

#StartHere

The world is  
changing.  
EU is ready.  
Are you?  
Start here.

# Welcome to EU Talent Day 2020!

Dear students,

On behalf of management, faculty and staff at EU Business School, I'm excited to welcome you to EU Talent Day 2020.

Today I want you to envision the career that lies ahead of you, to visualize your success and to reach out and grasp your future with both hands!

At EU we are continually striving to enhance your experience and to support you in an ever-changing world. Our Talent Day is designed to give you the chance to meet potential employers, explore the many career options available to you, find out about trends shaping the employment landscape and to make valuable connections that will help pave the way to your future career success.

The Talent Day program is full of exciting possibilities. You will have the opportunity to meet representatives from leading companies, participate in dynamic workshops, learn from mentors and gain essential advice from top professionals in thought-provoking talks and panel discussions.

What's more, EU alumni who have gone on to become successful entrepreneurs and executives at leading multinational corporations, rising SMEs and pioneering startups, will share their stories and experiences with you. Not only will they inspire and encourage you to move forward and forge a path to business success, but they may become valuable pillars of your network. Our alumni are innovators, thought leaders and visionary professionals; you can be too.

Your future is filled with potential and I encourage you to embrace it!



Dr. Dirk Craen  
EU Business School  
President



## SUCCESS STORIES

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# Announcement

An Exclusive EU Conference

**Ronnie Leten**

**Chairman  
of Ericsson**

By Peter Vanham,  
Author, "Before I Was CEO"



**ERICSSON** 

**Tuesday, February 25, 2020**

**Start time: 3:30 p.m.**  
**Networking event: 5 p.m.**

**L'Auditori**  
**Sala 3, Tete Montoliu**  
**C/Lepant 150**  
**08013 Barcelona**



## Changing the World Through Digitalization

EU Business School (EU) is delighted to invite you to an exclusive EU conference with the outstanding global business leader **Ronnie Leten**, Chairman of Ericsson.

Join us to learn more about the opportunities and challenges facing the telecommunications industry in the digital age. **Mr. Ronnie Leten** will describe his remarkable career trajectory and explain how to create value through the digitalization of major operations in a deep dive with **Peter Vanham**.

For more information, please contact **Anna Wlodek** at [awlodek@euruni.edu](mailto:awlodek@euruni.edu)

Register at [info.euruni.edu/euericsson](http://info.euruni.edu/euericsson)

**Dress code: Smart business attire**

# Useful Tips

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Make the most of the annual EU Talent Day, before, during and after the event.

## Before

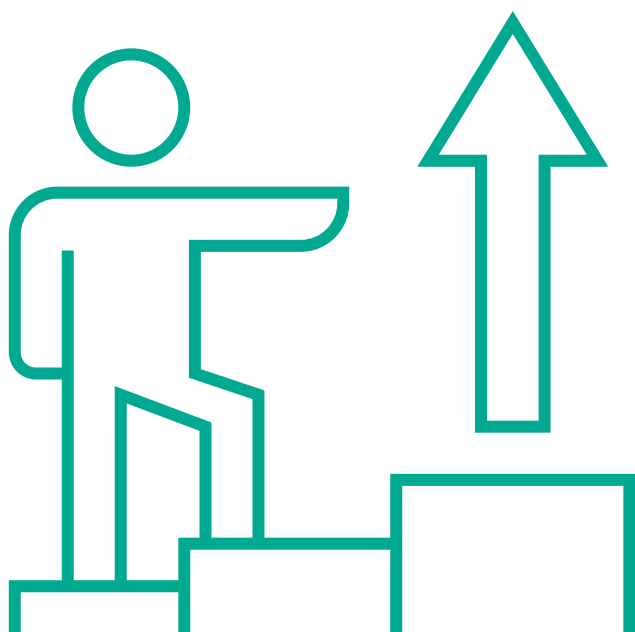
- Look at the companies attending this event and the career options on offer. Do your research well.
- Create a short list of those you that most interest you.
- Tailor your CV according to the companies attending and the job opportunities available and bring extra copies.
- Apply for a job with the company before the event and take advantage of getting feedback about your application in person.
- Prepare an elevator pitch that highlights your unique selling points.
- Think about what you want from this experience and make the most of it. Networking? A job contract?
- Dress smartly in order to make a good impression (business casual).

## During

- Arrive early.
- Bring copies of your CV and a file folder to neatly collect the papers and business cards you receive from companies.
- Be professional. Use a firm handshake, make eye contact and don't forget to smile!
- Don't ask simple questions. Do your research and impress company representatives.
- Link company values and job positions to your own skills and experience.
- Make your conversations short and sweet, be concise and purposeful.
- Be your business best: Talent Day is a professional event.
- Collect business cards and LinkedIn contacts

## After

- Use the business cards you have collected. Add your new contacts to LinkedIn (make sure your profile looks professional) and send them a thank-you message.
- Send your job application to the contacts you have made as soon as possible! You don't want to be forgotten.
- In your follow up, reference EU Talent Day and the employees you were chatting with. Make sure you use names and tell them what you found interesting about your chat. This will add credibility to your message and make it more personal.
- Contact the EU Career Services Department for advice about selection processes or interviews.



# Morning: Bachelor's Students

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Agenda

Panel Discussions

Talks

Interviews

Workshops

Mentoring



# Agenda

## Barcelona Room: Panel Discussions, Talks and Interviews

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9:00 - 10 a.m. **Panel Discussion**  
**How to Prepare for the Jobs Everyone Will Want in Five Years' Time**  
**Moderator:** Cynthia Da Silva Laureano, Professional and Personal Development Lecturer at EU  
**Panel:**

- Eva Roca, Talent Acquisition & Mobility Manager Iberia, Italy & SEE at Schneider Electric
- Houda Badri, HR Business Partner at Steelcase

10:15 - 11:15 a.m. **Talk**  
**Entrepreneurs Share Advice for Business Success**  
**Moderator:** Pau Fernández, CFO at Factorial  
**Speakers:**

- Audrey Sicot, Founder & Director at Alizée Lifestyle
- Victor Vintu, Co-Founder & COO at Plantifique

11:30 a.m. - 12:30 p.m. **Interview**  
**Moving on up - My Story After EU**  
**Interviewer:** Estefanía Peral, Professional Partners Coordinator at EU  
**Speaker:** Sophia Ruescher, Managing Director Austria at Mediaplanet

## Montreux Room:

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9:30 a.m. - 12:30 p.m. **Meet the Companies**

## Munich Lobby:

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9:00 a.m. - 5:30 p.m. **Information Stands**

9:00 a.m. - 5:30 p.m. **Alumni Hub**

## Geneva Room: Workshops and Mentoring

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9:00 - 10:00 a.m. **Workshop**  
**The Personal Branding Blueprint - Tips and Tricks to Get Noticed**  
**Facilitator:** Michiel Das, CMO at XMOBA Ventures (by SEAT)

10:15 - 11:15 a.m. **Workshop**  
**Modern Storytelling - Using Your Story to Stand Out and Get Hired**  
**Facilitator:** Sian Bennett, Head of Communication at Kantox

11:30 a.m. - 12:30 p.m. **Mentoring**  
**Meet Recent EU Bachelor's Graduates**

- Alejandro Belmonte, Technology Consulting Analyst at Accenture
- Audrey Sicot, Founder & Director at Alizée Lifestyle
- Tamar Abesadze, Financial Business Analyst at Mantu group
- Alejandro Galcerán Rosal, Head of Brokers & Commercial Lines at Zurich Insurance
- Andros Lares Critchley, Head of Innovation Latam at Zurich Insurance
- Anna Poltoratckaia, Product Manager at Scopely
- Seneca Noguera, Founder at Rumbo Finance
- Christian Herrmann, Global Operations at Malenco
- Manuel Barberá, Business Operations & Club Services Executive at Euroleague Basketball

# PANEL DISCUSSION: HOW TO PREPARE FOR THE JOBS EVERYONE WILL WANT IN FIVE YEARS' TIME

BARCELONA ROOM | 9:00 a.m. - 10:00 a.m.

The employment landscape - how we work and the roles that are available - is changing rapidly. Join professionals at sector-leading companies as they discuss employment trends, tell you about the skills that will be needed, the most desirable roles and how you should prepare for career success.



**Eva Roca**  
**Talent Acquisition & Mobility Manager**  
**Iberia, Italy & SEE at Schneider Electric**

Eva is an experienced talent acquisition manager. She has been employed for the past four years at Schneider Electric, the company leading the way to a digitized, sustainable energy landscape for people and business. Her role is to ensure that they acquire the best talent to contribute in the effort of providing affordable, safe, sustainable, and green energy to the planet. In 2005, Eva achieved a bachelor's degree in economic science from Universitat de Barcelona. Following graduation, she worked in several recruitment consultancies rising to director of talent acquisition at software company Softonic in 2013. Eva is skilled in search engine optimization, HR consulting, technical recruiting and management.



**Houda Badri**  
**HR Business Partner at Steelcase**

Houda is a people and change management professional with a proven record in project management. Her expertise lies in negotiation, budgeting, business planning, analytical skills, change management and coaching. As HR Business Partner at Steelcase, Houda collaborates closely with external stakeholders, leveraging existing frameworks to achieve a sustainable agile transformation based on a fundamental shift in company culture. Steelcase is a furniture company with a passion for understanding how work is changing. They are driven to solve problems for people at work and are constantly exploring how the workplace can propel learning, innovation and growth.

**Moderator: Cynthia Da Silva Laureano**  
**Professional & Personal Development Lecturer at EU**

Cynthia is an experienced clinical psychologist and lecturer with a PhD and Master in Psychology, as well as a Master in Human Resources. She has over 13 years' work experience working with adults, sports teams, athletes, schools, adolescents, children and families. Cynthia has presented her work in conferences and has been published in an accredited journal. She is currently a lecturer at EU Business school, as well as the school's career and internship advisor.



# TALK: ENTREPRENEURS SHARE ADVICE FOR BUSINESS SUCCESS

BARCELONA ROOM | 10:15 a.m. – 11:15 a.m.

Entrepreneurs will discuss the challenges they faced setting up their businesses and will share some useful tips for future founders in a conversation moderated by an angel investor and CFO.



**Victor Vintu**  
Co-Founder & COO at Plantifique

Victor's diverse experience has seen him work in business development, operations, management consultancy and investment banking, where he analyzed, structured and negotiated complex transactions for private equity clients. Victor is currently COO at Plantifique, a superfood skincare company. Prior to this, he was the VP of Operations at DigitalGenius, an artificial intelligence platform that raised \$25 million by automating customer service for companies like Uber, KLM and Thompson Reuters. He has founded three companies, one of which he successfully sold.



**Audrey Sicot**  
Founder & Director at Alizée Lifestyle  
(EU alumna)

Having graduated from EU with a BBA in 2009, Audrey founded her travel concierge business Alizée Lifestyle in 2012. A Parisian living in Barcelona since 2005, she wanted to share her passion for Spain with others. Alizée Lifestyle is a full-service destination design and management company, offering bespoke travel services to individuals and enterprises. Audrey is currently expanding Alizée Lifestyle globally, aiming to provide the ultimate lifestyle management service to her clients anytime, anywhere. Audrey founded her second business, AYA, three years ago to promote healthy living through yoga retreats and holistic health events in Spain.

**Moderator: Pau Fernández**  
CFO at Factorial (EU alumnus)

Pau is passionate about finding innovative solutions to combat inefficiency. After graduating from EU in 2002 with a BBA, he worked as an auditor, controller and finance manager for over 10 years. He then founded Drfutbol and, although the company failed, it taught him some valuable lessons. Pau has since worked as CFO and partner in several startups including Quipu and Factorial. He is an angel investor in startups, energy and real estate.



## INTERVIEW: MOVING ON UP – MY STORY AFTER EU

BARCELONA ROOM | 11:30 a.m. – 12:30 p.m.

In this inspiring interview, Sophie Ruescher will share her incredible career journey from intern to managing director in just four years, touching on some of the challenges she has faced along the way.



**Sophia Ruescher**  
**Managing Director Austria at Mediaplanet**  
**(EU alumna)**

Sophia's career at Mediaplanet, the world's leading content marketing group, is an inspiring example of the progression that is possible with dedication and determination. In just four years, she has been promoted four times, moving rapidly from intern to project manager to managing director. Sophia is now responsible for managing the company's operations within the Austrian market. She is a highly trained content marketing expert with extensive experience in web and traditional advertising, content marketing, promotions, events and campaigns. Sophia graduated from EU Business School with an MBA in Communications and PR in 2015.

**Interviewer: Estefanía Peral**  
**Professional Partners Coordinator at EU**

Estefanía is a senior professional with over 15 years' experience across industries, predominantly in education. She lived in Singapore for 12 years, first working as a correspondent for the Spanish news agency EFE, before founding and managing the first (and still leading) Spanish school in the country, Las Lilas. Estefanía sold the school in 2016 and returned to Barcelona where she set up Spanish-eLearning, an online language school, which she runs alongside her role at EU. Estefanía has had broad business experience but her expertise lies in relationship management, human resources, communication and sales. She enjoys working in multicultural environments and is fluent in four languages.



## WORKSHOPS: THE PERSONAL BRANDING BLUEPRINT - TIPS AND TRICKS TO GET NOTICED

GENEVA ROOM | 9:00 a.m. – 10:00 a.m.

When someone searches your name in Google, what do they find? How do you present yourself when searching for a job or meeting new business partners? Building a personal brand is becoming a source of competitiveness in a transparent and interconnected world. In this workshop you will learn what a personal brand is, how to build yours and how to communicate it, using success cases as sources of inspiration.



**Michiel Das**  
**CMO at XMOBA Ventures (by SEAT)**

Michiel Das is Head of Marketing of SEAT Urban Mobility and CMO of XMOBA, where he leads and coordinates the growth marketing strategies of SEAT's urban mobility startups (Volkswagen Group). Michiel joined SEAT thanks to a personal project which involved letting his business cards travel through Spain. This original approach which led to him appearing in national and international media. Michiel has launched several tech startups, including a branding agency to help companies attract the best talent. Alongside significant experience in digital marketing, product management and branding, Michiel is an international speaker and professor at several business schools.

## MODERN STORYTELLING - USING YOUR STORY TO STAND OUT AND GET HIRED

GENEVA ROOM | 10:15 a.m. – 11:15 a.m.

What is storytelling and how can you benefit from it? In this workshop we'll look at ways to identify your personal, key messages and explore techniques to help you create your own, authentic story.



**Sian Bennett**  
**Head of Communication at Kantox**

Sian leads communication at Kantox, one of the world's fastest-growing B2B fintech companies. In her role she oversees the PR, corporate communication and events functions and also collaborates on employer branding. Sian has over 18 years' experience in business development, strategy, marketing and communication, having worked with startups, SMEs and global companies in both business and client-side roles. As well as finance, her industry experience also includes health, music, media and advertising. Originally from New Zealand, Sian has held marketing and communication-related positions in London, Madrid and Barcelona – which she now calls home.



## MENTORING: MEET RECENT EU BACHELOR'S GRADUATES

GENEVA ROOM | 11:30 a.m. – 12:30 p.m.

Meet recent EU graduates in roundtable conversations that will provide insights and inspiration for your next career steps.



**Alejandro Belmonte**  
**Technology Consulting Analyst at Accenture**  
**(EU alumnus)**

In his role as an Accenture Technology Consulting Analyst, Alejandro works for clients in international project teams involved in modeling processes, designing solutions to support business practices, and in the implementation and integration of IT systems. He has a Bachelor's in International Relations from EU, a Master in International Relations and Political Science from IE Business School and a Master's in SAP Functional Consulting from La Salle BCN. He is a specialist in enterprise resource planning software that reduces the complexity of business processes, adds value to organizations and prepares them for digital transformation. He is also a certified Scrum-Master.



**Audrey Sicot**  
**Founder & Director at Alizée Lifestyle**  
**(EU alumna)**

Having graduated from EU with a BBA in 2009, Audrey founded her travel concierge business Alizée Lifestyle in 2012. A Parisian living in Barcelona since 2005, she wanted to share her passion for Spain with others. Alizée Lifestyle is a full-service destination design and management company, offering bespoke travel services to individuals and enterprises. Audrey is currently expanding Alizée Lifestyle globally, aiming to provide the ultimate lifestyle management service to her clients anytime, anywhere. Audrey founded her second business, AYA, three years ago to promote healthy living through yoga retreats and holistic health events in Spain.





**Tamar Abesadze**  
**Financial Business Analyst at Mantu group**  
**(EU alumna)**

As a financial business analyst, Tamer reconciles and analyzes financial data to prepare extensive reports on the financial situation of the company and works across departments to solve business queries. Tamar previously worked as a financial controller at Nissan Motor Corporation, where she contributed to delivering accurate financial data to the management and reconciling discrepancies in financial documentation. Tamar is an EU alumnus with a BSc in Business Finance and an MBA from the Universitat Autònoma de Barcelona. She trained at AddVANTE, an internationally oriented professional services firm with 20 years' experience providing legal and financial counseling.



**Alejandro Galcerán Rosal**  
**Head of Brokers & Commercial Lines at**  
**Zurich Insurance**

Alejandro is a distribution professional with 10 years' experience in the insurance sector. He has worked at Zurich Insurance Group for nine of those years, progressing from his starting role of global associate in the Brokers & Partners channel, to his current position as head of brokers and commercial Lines, via a time as regional sub-director for GI & Life, working across the north of Spain. Alejandro has a master's degree in insurance from Universitat de Barcelona, an MBA from ESADE Business School and a major in finance from Thammasat University.





**Andros Lares Critchley**  
**Head of Innovation Latam at Zurich**  
**Insurance (EU alumnus)**

Andros has been working at Zurich Insurance Group as an analyst and sales strategist since 2016, when he completed his Executive BBA at EU. He has progressed steadily in his career at the leading multinational, having recently taken on the role of Head of Innovation for the Latam region. Andros has a strong analytical and organizational mindset and excels at developing new and improved processes. His experience prior to working at Zurich encompasses strategy, product management and logistics in the events and entertainment industry, as well as having worked for a time in startups, exploring the psychology of entrepreneurship.



**Anna Poltoratckaia**  
**Product Manager at Scopely (EU alumna)**

Entertainment company Scopely was recently named Best Publisher at the Mobile Games Awards. In her role as product manager, Anna is collaborating on the development of a brand-new, casual, free-2-play title. She graduated from EU in 2016 with a Bachelor in Business Finance, and completed her Prince 2 qualification in project management two years later. Since then, she has been working with various teams across world-class gaming titles on mobile platforms. Anna started her career in the video gaming industry at leading entertainment company King. She is experienced in analytics, business performance and innovation.







**Seneca Noguera**  
**Founder at Rumbo Finance (EU alumna)**

Seneca is the founder of Rumbo Finance, a company whose mission is to help professionals regain complete control of their businesses and their lives. She was previously employed by Deloitte where she worked closely with multiple companies across different sectors. Now Seneca and her collaborators work as external CFOs, delivering value to small- and medium-sized businesses. She is currently undertaking a postgraduate degree in finance, having finished her master's degree in business, administration and economics at La Universidad Autónoma de Barcelona. This year Seneca is looking forward to expanding her business to the U.S.A..



**Manuel Barberá**  
**Business Operations & Club Services Executive at Euroleague Basketball (EU alumnus)**

Born in Switzerland, Manuel studied there before moving to Barcelona and graduating from EU with a bachelor's degree in sports management. He secured an internship at IMG working for the Barcelona Open Banc Sabadell which led to his current role at Euroleague Basketball. A global leader in the sports and entertainment business, this private company manages both the Turkish Airlines EuroLeague and the 7DAYS EuroCup. EuroLeague's Business Operations & Club Services initiative provides a hub of best global business practices and offers tailor-made advice and consultation to EuroLeague clubs across a range of business topics.



**Christian Herrmann**  
**Global Operations at Malenco (EU alumnus)**

Christian is an experienced global operations specialist with a demonstrable history of working in the import and export industry. He is skilled at negotiation and budgeting and has a BBA from EU, as well as a master's in supply chain management from La Salle BCN. Christian looks after Global Operations at Malenco, an international trading network that provides purchasing, trading and business development services around the world. His previous experience includes working as a purchasing agent at SEAT.



# Afternoon: Master's & MBA Students

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Agenda

Panel Discussions

Talks

Mentoring

Workshops

# Agenda

## Barcelona Room: Panel Discussions and Talks

1:30 - 2:45 p.m. **Panel Discussion**  
**Understanding Company Culture and Finding the Right Fit**  
**Moderator:** Patricia Soler, Managing Director & Co-Founder at Seeding Energy  
**Panel:**

- Roxana Dobrescu, EMEA Head of People at Glovo
- Emma Giner, People and Organization Shaker
- Daniel Rodriguez Nieto, Head of Business Development for EMEA at Criteo
- Alicia Melgarejo, Employer Branding Lead at Schneider Electric

3:00 - 4:15 p.m. **Talk**  
**Insights From the Other Side - What Nobody Tells You About Starting a Business**  
**Moderator:** Marcos Detry, Co-Founder & CTO at Moova and Co-Founder at ec-europe  
**Speakers:**

- Mark Dencker, Co-Founder at Wiredelta
- Eusebi Llensa, Founding Partner & CEO at Outvise

4:30 - 5:30 p.m. **Talk**  
**Leadership - A Scent of Change**  
**Speaker:** Bénédicte Foucart, President & CEO at Valeur Absolue

## Montreux Room:

1:30 - 3:30 p.m. **Meet the Companies**

## Munich Lobby:

1:30 p.m. - 5:30 p.m. **Information Stands**

1:30 p.m. - 5:30 p.m. **Alumni Hub**

## Geneva Room: Mentoring and Workshops

1:30 - 2:45 p.m. **Mentoring**  
**Meet Experienced Alumni and Partners**

- Nacho Mercadé, Managing Director at Credit Suisse AG
- Mark Dencker, Co-Founder at Wiredelta
- Oriol Bueno, Partner at Sports Motherland
- Ben Miller, Partnerships & Media at Common Goal
- Gerard McKeogh, Global Product & Sales Manager at Baker Hughes (a former GE company)
- Alejo Trullás, Deputy General Manager at Marina Port Vell
- Anjela Pliouchtechnko, Team Leader - International Programs Service Center at Zurich Insurance plc
- David Castillo, Design Office Leader for Energy & Sustainability Services at Schneider Electric

3:00 - 4:15 p.m. **Mentoring**  
**Meet Recent EU Graduates**

- Hector Perez, CX Specialist at Ford Motor Company
- Inés Burton, Associate Director Field Marketing R&D at Veeva Systems
- Zia Siddiqui, Product Consultant at The Boston Consulting Group
- Sophia Ruescher, Managing Director Austria at Mediaplanet
- Iuliia Krupikova, Print Customer Experience Manager at HP
- Nikolai Kiselev, Team Lead Ad Operations EMEA at Criteo

4:30 - 5:30 p.m. **Workshop**  
**Network Your Way to Success**  
**Facilitator:** Girish Pramani, Engagement Manager at Loftus Bradford Executive Search

# PANEL DISCUSSION: UNDERSTANDING COMPANY CULTURE AND FINDING THE RIGHT FIT

BARCELONA ROOM | 1:30 p.m. – 2:45 p.m.

Company culture – core values, ways of working and the workplace environment – is incredibly important when considering a new role. In this discussion, leading human resources professionals will share their insights into how you can find a company that is a good cultural fit, and why you should bother.



**Roxana Dobrescu**  
**EMEA Head of People at Glovo**

Roxana leads a passionate team in crafting and activating large-scale employee engagement and growth programs and implementing reward and talent management strategies that support the achievement of Glovo's ambitious goals. Her mission is to build an exceptional culture where people are enabled to achieve their personal best. Roxana has had broad experience and has mastered the full spectrum of HR best practices, from talent acquisition to change management and business partnership in organizations like Xerox, Molson Coors and Avon. Before joining Glovo, she was Head of People for the Global Aspen Pharmacare headquarters in Mauritius.



**Emma Giner**  
**People and Organization Shaker**

Emma is an expert in developing multicultural teams in VUCA environments. Over a 20-year career she worked at leading fashion companies such as Mango and Inditex in positions including Global Development Director and International HR Director. In 2016 Emma launched her own project as People and Organisation Shaker. Since then, she has collaborated with organizations to help them positively shake up their status quo and empower their talent to achieve extraordinary results. Her clients include L'Oréal, Coca-Cola and Euroleague Basketball. Emma is on IE's School of Human Sciences and Technology faculty as Professor of their Master in Digital Business & Innovation.





**Daniel Rodriguez Nieto**  
**Head of Business Development for EMEA**  
**at Criteo**

Daniel has worked in the tech industry for the past 12 years in market-leading companies including IBM, LinkedIn and DocuSign. Born and raised in La Coruña, Spain, Daniel moved to Dublin, Ireland for 12 years in search of different opportunities, before moving back to Barcelona to work as Head of Business Development at global technology company Criteo. In his current role, Daniel has built a brand-new team to take care of lead generation for the business. He is passionate about coaching and developing people, including himself, and enjoys learning new things and training his brain every day.



**Alicia Melgarejo**  
**Employer Branding Lead at Schneider**  
**Electric**

Alicia's passion is discovering people's talents, allowing teams to excel and delighting customers. As Employer Branding Lead at Schneider Electric, she connects talent from inside and outside the business to collaborate on projects that help to take energy to everyone, everywhere. Her seven-year career at the company incorporates talent acquisition and customer care. Prior to that she was a learning expert and learning supervisor at Deloitte. Alicia is interested in leadership, team building and digital customer experience. She holds postgraduate degrees in training and development of human capital and talent development in organizations, and a master's degree in decision systems engineering.

**Moderator: Patricia Soler**  
**Managing Director & Co-Founder at**  
**Seeding Energy**

Patricia is Co-Founder of Seeding Energy, an international coaching, training and communications company. Patricia has extensive experience of coaching in a professional setting, supporting clients with change management, leadership, assertiveness and career development. She works closely with HR departments in companies across Europe, including Inditex, L'Oréal and PWC, and is a certified trainer for the European Commission and Courts of Justice in Brussels and Luxembourg.



# TALK: INSIGHTS FROM THE OTHER SIDE - WHAT NOBODY TELLS YOU ABOUT STARTING A BUSINESS

BARCELONA ROOM | 3:00 p.m. – 4:15 p.m.

In this event two experienced entrepreneurs will let you in on a few well-kept secrets. Attend for useful truths about the experience of starting a business and gain insights that will help you to maximize your success.



**Mark Dencker**  
**Co-Founder at Wiredelta (EU alumnus)**

Originally from Denmark, Mark Dencker moved to Barcelona in 2010 to study an MBA at EU Business School. Equipped with the tools and knowledge to succeed in business, he decided to start his own company just one year later. Today, his web and mobile development agency Wiredelta has four offices in three countries – Denmark, Romania and India, and a global client base. Mark's book, *Software is Feeding the World: Develop Your Organisation to Sustain*, released in December 2019, was written to help anyone wishing to navigate and leverage the software tsunamis coming our way.



**Eusebi Llensa**  
**Founding Partner & CEO at Outvise**

Eusebi is an experienced entrepreneur with over fifteen years' international experience in the management consulting industry. Alongside his partners, Eusebi founded Outvise to connect clients with experts from their global telecom, media and digital talent community. Outvise supports its international network of experts to progress in their careers by providing tools and knowledge-sharing opportunities, as well as connecting them to jobs around the world. Eusebi is skilled in business planning, entrepreneurship, strategic partnerships, business transformation and management consulting. He is a telecom engineer by the UPC in Barcelona and has an MBA from IESE, with an exchange at the London Business School.

**Moderator: Marcos Detry**  
**Co-Founder & CTO at Moova and**  
**Co-Founder at ec-europe**

Marcos is an entrepreneur and innovator. He has founded several businesses over the past 23 years, including e-commerce and online auction company DeRemate.com. More recently he co-founded ec-europe, a premier provider of medical mobile apps and doctor-patient communication products, and Moova, a digital platform offering online sellers a last-mile logistics solution. He is an experienced CTO with expertise in entrepreneurship, e-commerce, business management and strategy.





# TALK: LEADERSHIP - A SCENT OF CHANGE

BARCELONA ROOM | 4:30 – 5:30 p.m.

In this talk, Bénédicte will share her experiences from the corporate and entrepreneurial business worlds. From her rapid rise to VP of International Marketing at Elizabeth Arden aged 29, to founding a successful business that has been lauded in *Vogue*, *Harpers Bazaar* and other media, Bénédicte's insights will help you to determine your next steps and the skills you need to achieve career success.



**Bénédicte Foucart**  
**President & CEO at Valeur Absolue**

Bénédicte is Founder and CEO of Valeur Absolue, a luxury fragrance brand offering perfumes to enhance well-being. She started the company after 15 years of high-level marketing experience with global companies where she worked across markets in Asia Pacific, South America and Europe. Starting as a Unilever management trainee, she quickly identified that personal care and beauty were areas where she could add most value. At 29, she became Vice President of International Marketing at Elizabeth Arden, driving brand strategy, including opening up China in 1999. Before embarking on her career Bénédicte spent a year working with Doctors Without Borders.



## MENTORING: MEET EXPERIENCED ALUMNI AND PARTNERS

GENEVA ROOM | 1:30 p.m. – 2:45 p.m.

Meet EU graduates and partners in roundtable conversations that will provide insights and inspiration for the next steps on your career path.



**Nacho Mercadé**  
**Managing Director at Credit Suisse AG**  
**(EU alumnus)**

Nacho manages the Catalan and Valencian Credit Suisse AG offices. He is a regional board member in the Spain and Portugal Private Banking Market Area. Nacho's Private Banking team of 25 people manages 4 billion in financial assets. (alumnus) He has over 20 years' experience, having previously worked at Merrill Lynch and KPMG. Nacho has an MBA from Esade Business School and gained his Bachelor of Business Administration from EU in 1991. He is the President of Fundación Small, which he founded 12 years ago with his wife to help kids with cancer.



**Mark Dencker**  
**Co-Founder at Wiredelta (EU alumnus)**

Originally from Denmark, Mark Dencker moved to Barcelona in 2010 to study an MBA at EU Business School. Equipped with the tools and knowledge to succeed in business, he decided to start his own company just one year later. Today, his web and mobile development agency Wiredelta has four offices in three countries – Denmark, Romania and India, and a global client base across Europe. Mark's book, *Software is Feeding the World: Develop Your Organisation to Sustain*, released in December 2019, was written to help anyone wishing to navigate and leverage the software tsunamis coming our way.







**Oriol Bueno**  
**Partner at Sports Motherland (EU alumnus)**

Oriol's broad business expertise includes strategy, entrepreneurship, negotiation and marketing. After graduating from EU in 1994, he joined his family's real estate business and learnt all he could by working in every available role, eventually running the company. When the recession hit, it brought an unexpected opportunity; Oriol was able to use his accumulated expertise to collaborate with ex-FC Barcelona coaches and create Barcelona Soccer Academy, starting a business doing something he loved. His international education at EU developed his ability to communicate across cultural borders, setting him up for success in the global business of football.



**Ben W.S. Miller**  
**Partnerships & Media at Common Goal**

Ben is a communication strategist in the global football industry. He works with several World Cup winners as well as running partnerships and media for Common Goal, the social impact movement in soccer, which Ben helped launch in 2017. His background in globally syndicated content production saw him deliver projects in over 50 countries including Bhutan, Liberia and Colombia for the likes of IMG, Fremantle Media and UEFA. Ben has a bachelor's degree in English literature and sociology from Anglia Ruskin University, and a postgraduate advanced diploma in strategic communications and business administration from IE Business School.





**Gerard McKeogh**  
**Global Product & Sales Manager at Baker Hughes (a former GE company) (EU alumnus)**

Gerard is a global sales and product management professional specializing in distribution, sales management and international business. Gerard has an engineering background and graduated from EU's MBA program in 2006. He has worked at General Electric for over 20 years, progressing from sales applications engineer to global sales leader, where he was responsible for driving global and regional strategies and delivering top-line orders for growth, convertibility and margin. He is now employed at Baker Hughes, an energy technology company that provides solutions for customers worldwide, making energy safer, cleaner and more efficient for people and the planet.



**Alejo Trullás**  
**Deputy General Manager at Marina Port Vell (EU alumnus)**

Alejo has over 20 years' international experience working in the superyacht, tourism and advertising industries. As general manager of Barcelona Clúster Nàutic, Alejo led the public-private initiative aimed at boosting the nautical sector of Barcelona. Responsibilities in the role included establishing high-level relations with the Ministry of Economy and the Ministry of Public Works, as well as promoting collaborative projects with entities such as Barcelona Tourism, la Caixa Foundation and Chamber of Commerce. His extensive private sector experience is complemented by a 2011 public sector role as coordinator of economic development, tourism and commerce for Barcelona's regional government.





**Anjela Pliouchchtenko**  
**Team Leader - International Programs**  
**Service Center at Zurich Insurance plc**  
**(EU alumna)**

Anjela is a team Leader at Zurich's International (alumnus)al Programs Service Center, responsible for implementing global programs with a focus on corporate accidents, business travel and financial liability products. Anjela has a BBA in Business Administration and Managerial Economics from EU. Her ten-year career at Zurich started with the Zurich GC Challenger Foundation for Leaders program, an international initiative with a limited participation of just 36 people. Participants are given intensive coaching on decision-making and leadership before developing and presenting a solution to a real business challenge to the Zurich GC board of directors.



**David Castillo**  
**Design Office Leader for Energy &**  
**Sustainability Services at Schneider Electric**

Through his international experience on sustainability program design and development in the private sector, David has helped numerous companies across the world reduce their carbon footprint. He has created and run ambitious transformation programs that work at both corporate and site levels. At Schneider Electric, David contributes to the group's active energy management strategies across multiple sectors, integrating efficiency increase, carbon reduction and carbon offset activities. With more than ten years of renewable energy professional and certified energy manager experience, David has occupied positions in engineering, project management and strategic consulting, working in the U.S.A., Mexico and across Europe.



## MENTORING: MEET RECENT EU GRADUATES

GENEVA ROOM | 3:00 p.m. – 4:15 p.m.

Meet recent EU alumni in roundtable conversations that will provide insights and inspiration for the next steps on your career path.



**Hector Perez**  
**CX Specialist at Ford Motor Company**  
**(EU alumnus)**

Hector is a CX Specialist at Ford Motor Company, where he coordinates the implementation of global CX initiatives into the Iberian market. Hector works in the communication and marketing department, managing online media strategy and implementing digitalization projects for Ford's dealers' network. He has been responsible for the successful launch of Ford Pass, the App Ford offers as connectivity solutions for retail and small fleet customers. He recently took over the implementation of a new CX initiative seeking to transform the vehicle handover into a memorable experience, building long-lasting and emotional bonds between the customer and the brand.



**Inés Burton**  
**Associate Director Field Marketing R&D at**  
**Veeva Systems (EU alumna)**

At Veeva, a leader in cloud-based software for the global life sciences industry, Inés is responsible for generating brand awareness and visibility of their R&D solutions across Europe. Her previous role at HIMSS Europe, a voice, advisor and thought leader of transformation through health IT, saw her progress from event marketing co-ordinator to marketing and communications director in just six years. Inés has an MBA in International Marketing from EU and specializes in developing and launching integrated, multi-channel marketing and communications campaigns.





**Zia Siddiqui**  
**Product Consultant at The Boston Consulting Group (EU alumnus)**

Zia graduated summa cum laude from his MBA in International Business at EU. He is currently working as a Product Consultant with The Boston Consulting Group (BCG). BCG partners with leaders in business and society to tackle their most important challenges and capture their greatest opportunities, helping clients with total transformation—inspiring complex change, enabling organizations to grow, building competitive advantage and driving bottom-line impact. Having understood the client's processes, business requirements and challenges, Zia oversees the overall client delivery program. He is passionate about promoting and using technology to enhance his work in consultancy.



**Sophia Ruescher**  
**Managing Director Austria at Mediaplanet (EU alumna)**

Sophia's career at Mediaplanet, the world's leading content marketing group, is an inspiring example of the progression that is possible with dedication and determination. In just four years, she has been promoted four times, moving rapidly from intern, to Project Manager, to Managing Director. Sophia is now responsible for managing the company's operations within the Austrian market. She is a highly trained content marketing expert with extensive experience in web and traditional advertising, content marketing, promotions, events and campaigns. Sophia graduated from EU Business School with an MBA in Communications and PR in 2015.





**Iuliia Krupikova**  
**Print Customer Experience Manager at HP**  
**(EU alumna)**

Iuliia has worked in marketing and events since 2015. She was promoted to her current role of print customer experience manager at HP last year, having started at the company as 3D events manager. HP Inc. is an American multinational information technology company that develops PCs, printers and related supplies, as well as 3D printing solutions. It is the world's largest personal computer vendor by unit sales and employs over 55,000 people worldwide. HP is ranked #58 in the Fortune 500 list.



**Nikolai Kiselev**  
**Team Lead Ad Operations EMEA at Criteo**  
**(EU alumnus)**

After finishing an MBA in International Business at EU Business School's Munich campus, Nikolai joined one of the startups from Germany's venture capital fund Rocket Internet. He gained experience in online marketing whilst working across various departments there, from business development to operations. Following that, he joined Criteo, a global technology company that enables brands and retailers to connect shoppers to the things they need and love. Criteo has offices in 30 countries around the world and Nikolai was offered, and accepted, the opportunity to relocate to Barcelona to take part in establishing Criteo's centralized advertising operations, team here.





# WORKSHOP: NETWORK YOUR WAY TO SUCCESS

GENEVA ROOM | 4:30 – 5:15 p.m.

More than 70% of jobs are hidden. Your network can open doors to those opportunities which is why your network = Net Worth. During this workshop, Girish Pramani will talk you through the dos and don'ts of networking, helping you to build a strategic networking plan for career success.



**Girish Pramani**  
**Engagement Manager at Loftus Bradford**

Girish is an engagement manager at Loftus Bradford, a senior executive headhunting and search supplier for large multinational clients including Nike and IKEA. He holds an MBA and has more than a decade of experience working with corporates in recruitment. Girish works with executives from across the globe on a daily basis, challenging their career decisions, providing them with professional advice and helping them fast-track their careers with Fortune 500 companies. He regularly shares his expertise, delivering workshops on career counselling, negotiation skills, interview techniques and networking.



# Meet the Companies

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## MONTREUX ROOM & MUNICH LOBBY

Bachelor's Students:  
9:30 a.m. - 12:30 p.m.

Master's and MBA Students:  
1:30 p.m. - 3:30 p.m.





- Founded in 1985
- Headquarters in the United States
- CEO Jim Heppelmann

PTC (Nasdaq: PTC) is a \$1B+ global provider of technology platforms and enterprise solutions for smart and connected products, operations and systems. Their enterprise applications serve manufacturers and other businesses that create, operate and service products.

PTC's award-winning ThingWorx technology platforms help companies achieve a new reality in smart, connected things and systems, deriving new value emerging from the Internet of Things market. An early pioneer in Computer Aided Design (CAD) software, PTC today employs more than 6,000 professionals serving more than 28,000 businesses worldwide.

#### **Why Join?**

Excel through personal development and grab challenging job opportunities with PTC's internal promotion practices. Get your career on track and rolling along, whether you're interested in increased leadership and management opportunities, or expanding technical responsibilities and expertise.

With over 200 offices worldwide, PTC provides you with opportunities to work with others from around the globe, as well as gain experience internationally.

#### **Opportunities**

Six-month internships in the inside sales department.

#### **How to Apply**

Visit the PTC website, check LinkedIn or email Elisa Lajolo, sales interns supervisor:  
[elajolo@ptc.com](mailto:elajolo@ptc.com)



- Founded in 2005
- Headquarters in Paris
- CEO Megan Clarken
- 2,900+ employees across 30+ global offices

At Criteo, we are building the advertising platform of choice for the open internet, an ecosystem that favors neutrality, transparency and inclusiveness. With more than 1.4 billion active shoppers and \$600 billion in annual commerce sales, we deliver performance at scale.

Founded in a Paris start-up incubator, Criteo now carries out our entrepreneurial spirit across 30+ global offices. Do you want to have an impact on more than half of the world's internet-users? Join us and be part of something big.

#### **Why Join?**

Imagine, for a moment, that you finally found the challenging work environment you were looking for. You'd probably want to sell a high-tech, market-leading product in a red-hot industry. You'd of course want to be part of an awesome collaborative team but have the autonomy to make your own success. You'd want to hang out with colleagues from all around the globe in a cool office space with sea views, where people munch fruit all day and play table tennis when they need a break. If this sounds good, why not join our second-biggest office, located in Barcelona, with over 350 people from more than 40 countries?

#### **Opportunities**


- Business development representative
- Account strategist
- Account executive
- Data analyst
- Technical solutions engineer
- Technical onboarding specialist
- Various internships in almost all of our departments!

#### **How to Apply**

Visit the Criteo career website:  
[www.criteo.com/careers](http://www.criteo.com/careers)

# HUBLOT



  
**HUBLOT**

[hublot.com](http://hublot.com) • f • t • i

#### **BIG BANG UNICO**

18K King Gold and ceramic case.  
In-house UNICO chronograph movement.



- Founded in 2015
- Headquarters in Barcelona
- CEO Oscar Pierre
- More than 1,600 employees globally

Glovo is a Barcelona-based startup and the fastest-growing delivery player in Europe, Hispanic America and Africa. With food at the core of the business, Glovo delivers any product within your city at any time of day. We currently deliver over 40M+ annual orders and operate in 248 cities in 22 countries..

Our vision is not only to make everything available immediately in your city, but also to offer our employees the job of their lives.

#### **Why Join?**

Glovo is growing fast. That's why we are always looking for the best talent to raise the bar together. You will work in an international, dynamic and passionate environment with a great company culture, and grow from the bottom up within the team. There is plenty of opportunity to shine and get promoted. You will try new things, take smart risks and lead the way.

#### **Opportunities**

We work hard, and with greater responsibility comes greater rewards. Internships are paid. Employees receive a competitive compensation package (including salary, bonus and phantom shares). 6-month internships and full-time positions in:

- Corporate development
- Data
- Finance
- Marketing & growth
- Operations
- Tech: Engineering & product
- International
- Strategy
- New business

If you love working in a fast-paced startup environment, speak excellent English and are passionate about your area of expertise, we are looking for you!

#### **How to Apply**

Let the adventure begin! Apply through our career page: [glovoapp.com/en/jobs](https://glovoapp.com/en/jobs)



- Founded in 1987 (Amadeus)
- CEO (Amadeus) Luis Maroto
- Headquarters in Madrid
- 19,000 employees (Amadeus)

TravelClick, an Amadeus company, offers world-class reservations solutions, business intelligence products and comprehensive media and internet marketing solutions to 38,000 hotel clients in over 160 countries globally, with 1000+ employees. TravelClick, an Amadeus company, helps clients generate revenue and build their brands by providing the tools to make better business decisions, generate demand from the right mix of distribution channels and convert more shoppers into high-value guests.

#### **Why Join?**

TravelClick, an Amadeus company, is a fast-growing business with the dynamic, fast-paced environment of a startup and the resources and stability of a powerful international corporation.

At TravelClick, you will be connected to a passionate and talented staff with a network of colleagues around the globe. Our employees believe strongly in our core values and company mission. We're proud to foster a team of bright and dedicated individuals who work hard to make a big impact by providing meaningful solutions to the hospitality industry.

#### **Opportunities**

All internships are a minimum of six months, with the option of extending for a further six months, or conversion into a full-time position. The internship timetable is full-time (9 a.m. to 6 p.m. from Monday to Friday) and is remunerated, including Social Security contributions. EU citizenship/passport or a valid full work permit is required.

Internship opportunities currently available:

- Digital marketing
- Operations (mapping & implementations/customer care)

#### **How to Apply**

Visit the TravelClick, an Amadeus company, careers page, or send your résumé to Daniela Setterberg in HR: [dsetterberg@travelclick.com](mailto:dsetterberg@travelclick.com)

# Steelcase

- Founded in 1912
- Headquarters in Michigan, United States
- CEO Jim Keane

Steelcase leads the way in creating great experiences by offering a range of architecture, furniture and technology products and services designed to help people reach their full potential.

Our comprehensive portfolio is anchored by three core brands: Steelcase, Coalesse and Turnstone. Together with our partners, we design spaces to help people work, learn and heal.

And because protecting the environment is in our DNA, we drive sustainable social, economic and environmental change through our decisions and actions. At Steelcase, we don't just do what's right, we do what's best – for people and for the planet.

## Why Join?

If you're looking for an authentic and reliable company – one that allows you to do your best work as a part of a passionate team – we might be the perfect match. If we don't have a fit for you right now, join our talent network.

## Opportunities

An internship at Steelcase is a great way to build your career and explore your area of interest. Your skills and confidence will grow as you are challenged with meaningful work. Additionally, you'll have the opportunity to enjoy all the amenities Steelcase has to offer, including learning opportunities and events just for interns. We are looking for people who are naturally curious, empathetic and like to learn, are able to work autonomously but as part of a team, have strong communication skills, a desire to share ideas and create things, enjoy a multicultural working environment and have a good knowledge of English.

## How to Apply

To find current opportunities and apply online, visit [careers.steelcase.com](https://careers.steelcase.com). If your application is successful there will be two interviews; a video call with a talent Acquisition representative, followed by an interview with the hiring manager. If both are successful you will be offered the placement.

# randstad

- Founded in 1960
- Headquarters in Diemen, Holland
- CEO Jacques van den Broek
- 10,000+ employees

At Randstad, we shape the world of employment. We are the number one human resources company in the world. We use our expertise to connect candidates and companies to help both reach their full potential.

To achieve this, we offer companies a broad range of human resources services. Organizations face a great challenge when looking for people with the right experience and expertise to fit seamlessly into teams and projects. At Randstad, we have developed True Fit, our own selection methodology to find the best talent for every role. Our team of specialized consultants with extensive experience will select the best professionals for your company.

We offer candidates a wide range of options to develop their professional careers. We strive every day to help people improve their lives. Our job is to see beyond a resume to find professionals the job they want. We are creating a more human experience; we call it Human Forward.

## Why join?

As a Randstad employee, you have the unique opportunity to impact lives and careers. Our performance standards are high, but we reward hard work and celebrate success. Staff have the opportunity to join our Share Purchase Plan and paid volunteer time enables all employees to give back to local communities. 80% of our leadership roles are internal promotions

## How to apply

Find opportunities and more information about why you should apply on their website:

[www.randstad.com/about-randstad/careers-at-randstad/](https://www.randstad.com/about-randstad/careers-at-randstad/)

**Randstad Consultants will be in the Munich Lobby from 3:30 – 5:30 p.m. to offer advice in individual meetings.**



# Announcement

An Exclusive EU Conference

## Jean-Claude Biver

**LVMH Group,  
Non-Executive  
President of the  
Watch Division,  
Chairman of Hublot  
& Zenith Watches**

By **Peter Vanham,**  
Author, "Before I Was CEO"



## Entrepreneurial Spirit

EU Business School (EU) is delighted to invite you to an exclusive EU conference with luxury Swiss watchmaking icon, Jean-Claude Biver. Known as the man who revolutionized this exclusive sector through sponsorships with Cara Delevingne and FIFA, among others. **Mr. Biver** has constantly broken molds with innovative thinking and a creative mindset

Join us to learn more about entrepreneurial spirit from the man dubbed 'the savior of the luxury Swiss watch industry' in a deep dive interview **Peter Vanham**.

For more information, please contact **Anna Wlodek** at [awlodek@euruni.edu](mailto:awlodek@euruni.edu)

**Thursday, April 2, 2020**

**Start time: 11 a.m.**

 **Auditorio Axa  
Avinguda Diagonal, 547  
Barcelona**

[www.euruni.edu](http://www.euruni.edu)

**#StartHere**

# Information Stands

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## MUNICH LOBBY

University of California, Riverside  
9:00 a.m. - 12:30 p.m.

Alumni Hub  
9:00 a.m. - 5:30 p.m.

# INFORMATION STANDS

## MUNICH LOBBY



### **University of California, Riverside** **Kathleen Kennedy, Representative for Europe**

*Head to sunny southern California to experience the Californian dream, whilst gaining valuable practical work experience in the US.*

Established in 1954, UCR is a public research university located near Los Angeles. It is one of the ten campuses of the University of California system. Approximately 28,000 students study at the UCR campus which occupies 1,200 acres in Riverside.

EU students have the opportunity to obtain a postgraduate diploma from UCR after completing a bachelor's program at any one of our campuses. The partnership also entitles students a partial scholarship and those who successfully complete their studies can apply for Optional Practical Training, which allows them to be paid to work anywhere in the United States for up to one year.

During the program, students will get personalized career consulting and interview preparation before completing a 3-month internship. UCR will help place students and will visit their workplaces during the internship.

UCR offers postgraduate diplomas in:

- Digital Marketing
- Entertainment & Media Management
- Entrepreneurship
- Event Management
- Leadership & Organizational Excellence
- Management
- Project Management
- Public Policy & International Relations
- Sports Management
- Tourism & Hospitality Management

Kathleen Kennedy, Representative for Europe at UCR, will be on hand in the morning to provide more information about the university and answer any questions you may have.



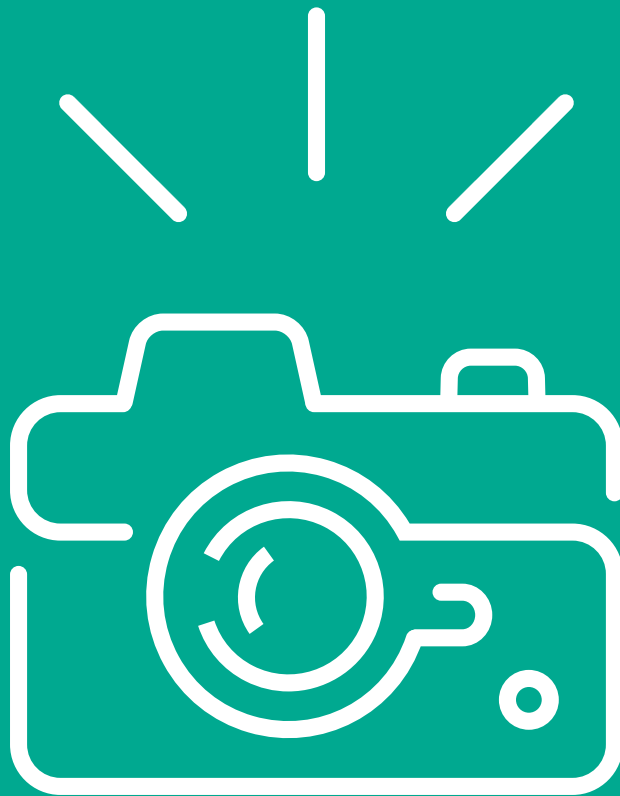
### **EU Alumni Hub**

The EU Alumni network provides students with an invaluable network of like-minded, career-oriented, business people. When you join, you will immediately gain a network of over 27,000 alumni across the globe, who hold top positions in multinational corporations, growing SMEs and innovative startups. Stop by the alumni hub stand and speak to our advisors to learn about the benefits and find out how you can get involved.

Join us by signing up at:  
[eualumnihub.com](http://eualumnihub.com)

# First impressions count!

Get your **professional photo taken at Talent Day** by joining the Alumni Hub.



You can find the photo booth next to the Alumni Network stand **between 11:30 a.m. – 2:30 p.m.**

[www.eualumnihub.com](http://www.eualumnihub.com)



# Welcome to the Alumni Network

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**The EU experience doesn't end at graduation; you are now part of our global community of 27,000 professionals.**

The EU Alumni Network gives you access to an invaluable body of professional contacts to help you transition from graduate to business leader. To connect to this community, join the Alumni Hub.

The hub provides you with unique networking opportunities to boost your career. Stay in touch with fellow students, connect with alumni and take advantage of the free tools that are offered, including the community directory, mentoring program, job board and exclusive events.

## Career Inspiration

Learn from our alumni success stories and get inspired for your own career. In the Alumni Hub you can find valuable insights into different roles, industries and business trends to help you stay ahead of the curve.

## Job Offers

Find your first job! Global business opportunities are frequently shared by our alumni and company partners on the Hub to offer you a great start to your career.

## Mentoring

Become a mentee to gain valuable insights and inspiration from successful graduates. The mentorship program offers a fantastic opportunity to gain direct contact with some of the biggest international companies, including Google, Facebook, Microsoft, Sony, Nike and Deloitte, where EU alumni are employed.

## Alumni Meetups & Events

After graduation you will receive exclusive invitations to events including global reunions and regional gatherings in countries around the world. Wherever you are, you will be able to stay connected with your alumni community, grow your professional network, and share your success story to inspire others.

**Join today at [eualumnihub.com](https://eualumnihub.com) or, for further information, get in touch at [alumni@euruni.edu](mailto:alumni@euruni.edu)**

# Join us!

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Be an ambassador, share your success story and keep in touch with everything happening at EU.

## EU Social Media



**Facebook**

[euruni.edu/facebook](https://euruni.edu/facebook)



**Twitter**

[euruni.edu/twitter](https://euruni.edu/twitter)



**LinkedIn**

[euruni.edu/linkedin](https://euruni.edu/linkedin)



**Instagram**

[euruni.edu/instagram](https://euruni.edu/instagram)



**EU Blog**

[euruni.edu/blog](https://euruni.edu/blog)



**Youtube**

[euruni.edu/youtube](https://euruni.edu/youtube)

## EU Media

**EU TV**

[euruni.tv](https://euruni.tv)

**Newsletter**

[euruni.edu/newsletter](https://euruni.edu/newsletter)

Share your experiences  
with the official EU hashtags:

**#StartHere**  
**#ExperienceEU**

# Upcoming Events at EU

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February 25, 2020

**Chairman of Ericsson,  
Ronnie Leten**

Barcelona, Spain

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March 27 – 29, 2020

**Change the World Model United Nations**

New York, USA

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April 2, 2020

**LVMH Group – Non-Executive President of the Watch  
Division, Chairman of Hublot and Zenith Watches,  
Jean Claud Biver**

Barcelona, Spain

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April 24, 2020

**Chairman Emeritus of Tupperware Brands,  
Rick Goings**

Munich, Germany

**Barcelona****Diagonal Campus:**

Diagonal 648 bis  
08017 Barcelona  
Spain

**Ganduxer Campus:**

Ganduxer 70  
08021 Barcelona  
Spain

T 34 93 201 81 71  
F 34 93 201 79 35  
info.bcn@euruni.edu

**Munich**

Theresienhöhe 28  
80339 Munich  
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T 49 89 5502 9595  
F 49 89 5502 9504  
info.muc@eumunich.com

**Geneva**

Rue Kléberg 6  
1201 Geneva  
Switzerland  
T 41 22 779 26 71  
F 41 22 779 26 73  
info.gva@euruni.edu

**Montreux**

Villa Ormond  
Rue du Lac 18  
1815 Clarens-Montreux  
Switzerland  
T 41 21 964 84 64  
F 41 21 964 84 68  
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onlinecampus@euruni.edu

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