

Alumni Stories

Thirty under Thirty

Alumni Stories

vol. 4

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Welcome

It is with great pleasure that I share the latest edition of Alumni Stories.

This book is a celebration of the outstanding accomplishments and diverse professional profiles of our alumni community. In this edition, we are proud to highlight the successes of our young graduates, who have proven themselves as a powerful new generation of business leaders.

These 30 young individuals from across the world have demonstrated profound knowledge, determination and innovation. Their educational and professional achievements are a testament to their adaptability and persistence in the face of a rapidly evolving business world.

On deciding to study at EU Business School, these alumni chose an ambitious future within a diverse international community and have since pursued varying yet equally fulfilling paths all over the world. They are shaping global brands, leading in finance and strategy, driving digital transformation, championing positive change at NGOs and working hard to make their entrepreneurial dreams a reality.

We are grateful to the alumni who have shared their stories with us and are proud of each and every alumnus achieving their career goals and shaping the world for the better.

We continue to be inspired by the impact EU alumni are making on the world and hope you enjoy following their journeys as much as we do.

Warm regards,

Mireille Messine

Chief Executive Officer
EU Business School

Brand Icons & Market Movers

Shaping global brands and industries

Thanks to a deep understanding of global consumer trends, our alumni combine creativity and strategy to drive impactful campaigns, fight off competition and deliver results. After honing powerful communication skills and adapting to evolving markets, they graduate as confident and well-equipped marketing and sales experts, ready to represent some of the world's top companies.



Gianluca Ciliento

Global Brand Manager

Danone

Gianluca is committed to making a positive impact on society and takes pride in his work on Danone's plant-based product branding, helping to offer the world more health-conscious dietary choices without compromising on delicious taste. Beyond his corporate role, Gianluca is passionate about personal development and founded his own coaching firm, through which he has supported over 150 individuals worldwide.

At the start of my studies, my student coordinator encouraged me to look for a part-time job, and my career advisor helped me refine my CV and prepare for interviews. Thanks to their support, I landed my first role at Conslin AG, where I conducted market research for the Volkswagen Group. The flexibility of my classes and the support from my lecturers allowed me to balance my studies while kick-starting my career.

"The flexibility of my classes and the support from my lecturers allowed me to balance my studies while kick-starting my career."

My internship was a turning point, as it gave me my first real experience in the professional world, and allowed me to apply what I had learned in class to real scenarios. That experience accelerated my learning curve tremendously.

After completing my bachelor's degree at EU Business School, I moved to Madrid to pursue a master's and later began working in marketing and brand management at Henkel.

Today, as a Global Brand Manager at Danone, I focus on Alpro's plant-based products, ensuring we have a globally aligned brand strategy. Plant-based alternatives were originally designed for

people with lactose intolerance and were highly appreciated by vegetarians. But, as awareness of the positive health impact of a plant-based diet grew, the trend exploded. Now, Alpro appeals not only to the 1 billion vegetarians but also to 8 billion flexitarians, who simply enjoy the products. Being Italian, food is a big part of my life, and I love that Alpro never compromises on taste or health.

I had incredible experiences at both the EU Business School Munich and Barcelona campuses and met insightful people from all over the world. These connections were fundamental for my growth. For anyone studying at EU Business School, my advice is to stay curious and open-minded. Try different things, talk to people from all walks of life, and don't be afraid to take risks. Some of the best opportunities come from unexpected places, and the moments when you step outside your comfort zone often become the most rewarding experiences.



Maria Puchkova

Senior Business Finance Analyst

L'Oréal

Maria started her career at L'Oréal in Dubai, where she worked her way up from graduate trainee. She has now been with the company for seven years; a true L'Oréal baby. She is currently responsible for controlling costs, managing financial closing processes, and building budgets for a wide portfolio of well-known luxury brands.

When I graduated, I was looking for a job at a big company in Dubai and started a graduate training program at L'Oréal. The benefit of these programs is that you are considered a full-time, paid employee, gain broad exposure to the company, and are typically expected to stay on afterward.

By the end of my first year, I heard that there was an opportunity in finance. I asked my manager if I could apply and, following a few interviews, I got the position. After a couple of years, I started a marketing controller role in the luxury division. Three years later, after maternity leave, I was promoted to commercial controller in the same division, working with big brands like Yves Saint Laurent, Armani and Kiehl's. Now, I am a senior business financial analyst for the luxury division.

Many graduates choose to switch companies, which is good for growth because you can excel quickly. But when you grow within one company, you are given more future opportunities because you understand the core of the business and all its distinct aspects, so you have a better chance of attaining a high-level position.

I love L'Oréal. The company culture really suits me. Their core purpose and values align with mine and, because it's a beauty company, it's always interesting and dynamic.

We are constantly acquiring new brands and opening new stores, so there is a lot going on and it's never boring. Our team is young and international, and I just loved it from the moment I applied.

My advice to those who want to work at L'Oréal is to research the company and show us why you want to work with us. The main thing we are looking for is motivation, but we also value exceptional communication skills.

EU provides great opportunities for building cross-cultural communication. This helped me considerably, because I know people who came to Dubai and struggled to adjust, whereas I settled in quite quickly. I also participated in the Change the World Model United Nations program in New York, which I mentioned in my interview for L'Oréal. This really interested them and helped me to stand out. I still show people the pictures from the trip. It was a fascinating experience and definitely worth taking part. The professors at EU and overall atmosphere of the school were great and I always remember those years with a smile.

"EU provides great opportunities for building cross-cultural communication."



Jio El Wadi

Strategy & Insights Senior
Consultant

Publicis Groupe

Jio was a determined student, always wanting to be ahead of the pack. His tenacity, influenced by his background in professional swimming, has gained him recognition, including being a Dubai Young Lynx Academy winner, featuring in Campaign Middle East's Digital Faces to Watch and being selected for Communicate's 30 Under 30 list. He is a self-proclaimed daredevil, going above and beyond for adventure, unafraid of any challenge in life or business.

Publicis Groupe is the biggest and best when it comes to anything marketing, advertising and digital. I cover Europe, the Middle East, Africa and Turkey as part of the growth strategy and consulting hub.

I am currently working on digital business transformation. As change accelerates, particularly with rapid advances in AI, it is essential to make effective use of the tools at our disposal to solve problems as efficiently as possible. I've been really fortunate to have worked on a wide variety of projects across many different industries.

Companies still think that a successful brand strategy is about being brand-centric. It's not. Everything is shifting to user-centric and what the product can offer, rather than the logo. It's about listening to people, gathering as much data as possible, taking on feedback and finally, launching a pilot product to see if it works.

I wrote my thesis on the legal and technological aspects of data and security, which has helped me in my daily work. I'm a problem-solver, so the in-depth lens I developed from my thesis provided me with a lot of valuable information that is still relevant today.

One of the best things I learned during my studies at EU was the importance of being adaptable. I now adjust my approach depending on who I'm dealing

with. I also want to leave an impact. No matter what's happening in your day, if you can spread an ounce of positivity or learn something new, you are making a positive impact on the world. And I believe that will go a long way.

"One of the best things I learned during my studies at EU was the importance of being adaptable."

EU has small class sizes, so you can interact more with the lecturers. Due to COVID-19, there were a couple of years when we weren't physically in the classroom, but no one was left behind. The support I received was what kept me going through that tough time while I was striving for more.

I enjoy staying connected to the EU community by following their updates online. I was recently invited through the Alumni Hub to an alumni gathering in Dubai, which turned out to be a wonderful opportunity to reconnect with other alumni and network with fellow graduates.

From: Austria **Lives in:** United Arab Emirates

Studied: Bachelor of Business Administration & BA (Hons) in Business Management, 2022



Juan Felipe Buitrago

Sales Manager - MICE

Hilton

Juan Felipe began his career in Munich. Despite not speaking German, he was able to make valuable professional connections who would later believe in his talent and potential in sales, leading to his successful career at Hilton. Juan Felipe believes that investing in yourself and your knowledge is key to standing out and excelling in an international career.

The EU Career Day taught me lots about the German job market and what was available for those who didn't speak the local language. I also benefited from EU Business School's CV workshops. My classmates and I were very proactive, and I began an internship at Allianz in the business transformation office, which is where I transitioned into the corporate world.

After completing my MBA, I started looking for a full-time job. I'd always wanted to work in sales, so I got in touch with the sales and commercial directors at Hilton, who knew me from my time working a side job at the bar during my studies. A week later, they called me for an interview. They saw my potential as a proactive salesperson and opened a new position for me as a sales coordinator. I started working for the Hilton Munich Park and Hilton Munich City. As I didn't speak German, it was a bit of a challenge, but after ten months I got promoted to sales executive and this is where my career grew exponentially. I started visiting clients in different countries and they took me to trade shows and conferences around the world. I'd always wanted to travel for work, so my dream was becoming a reality.

I have recently been promoted to sales manager, where I handle the MICE (meetings, incentives, conferences and events) segment.

My main job is to proactively search for new clients around the world. We encourage big groups from top companies like Bayer, Allianz and Mercedes to come to the hotel.

My professors at EU had very strong profiles, and I learned so much from observing how they communicated and conveyed business concepts. Sharing ideas with them was an invaluable experience and gave me the confidence that I could be like them one day. The Career Day was one of the best things about EU. As a foreigner, it's hard to enter the job market, but the Career Day really helped students get their foot in the door of a lot of companies and helped us understand the path we wanted to take and how to achieve our goals.

"As a foreigner, it's hard to enter the job market, but the Career Day really helped students get their foot in the door of a lot of companies."

From: Colombia **Lives in:** Germany

Studied: Master of Business Administration with a major in International Marketing, 2023



Evan Planchon

Senior Director of Digital Products

Euroleague Basketball

Ever since watching the Jerry Maguire movie as a child, Evan dreamed of working in the sports industry. Torn between an education in Australia, the U.S.A. and being closer to home in Europe, Evan decided to study at EU Barcelona, where he ended up building a career in sports digital marketing. He is proud to work in the sports business, providing people with an escape from everyday life.

Just two days after my graduation from EU Business School, I moved to London, where I found a great job in cycling – my first passion. It was an amazing experience to dive deep into the world of sports. But it made me realize that I needed to refine my skills to work in this business. I stepped away from sports and joined Lloyds Banking Media Group as an account executive, which allowed me to develop myself in media and understand the philosophy behind being a marketer. I then moved back to Barcelona, where I joined Amadeus, working in marketing for top hotel groups including Hilton, InterContinental and Accor. I joined Euroleague Basketball in January 2020, where I started as a digital marketing executive. I gained experience in everything related to digital, and I'm now focused on products, which encompass websites, mobile apps, the gamification world and live streaming of games.

For me, EU Business School focused on the three Cs: communication, confidence and comfort zone. Our lecturers were industry professionals, and we visited lots of sports companies and had guest speakers from the sports business. These experiences helped me quickly understand how the industry works. I took my thesis as an opportunity to be independent, break down barriers and get my foot in the door in the world of sport. My focus was media rights for the Olympic Games, so I spoke to Mediapro, a major broadcasting and content company, which completely took me out of my

comfort zone. I was also President of the Student Board, which helped me communicate the needs of the students to top stakeholders, and wrote a sports management column for the newsletter, which was a way to share my passion and build relationships with others in the sports world.

Barcelona helped me understand the power of sports, from FC Barcelona to MotoGP, Kings League and many more. The city is like the European Silicon Valley, where lots of sports tech companies are born. Barcelona offered me a new home in many ways. There's a great community of people here and a beautiful lifestyle. The EU alumni network has helped me keep in touch with classmates, both here and abroad. I have been to most of the alumni meetups in Barcelona, and it's a lot of fun to reconnect and share memories from our studies. It's also a chance to give back and help the next generation.

"The EU alumni network has helped me keep in touch with classmates, both here and abroad."



*“My people skills are
part of my professional
arsenal, which was
crafted at EU.”*



Vanessa Karanja

Market Intelligence & Business Development, Scopely
BA (Hons) in Business Management (Marketing), 2021



Vanessa Karanja

Market Intelligence &
Business Development

Scopely

A gamer from a young age, Vanessa now works at one of the biggest gaming hubs in Barcelona. The city also presented an opportunity for Vanessa to create her own Afro community, through which she is providing curated experiences which celebrate culture and connections.

The EU Career Support Department helped me a lot, from gaining access to the job portal to teaching me how to tailor my LinkedIn profile for specific job offers. I became really interested in human behavior and consumer psychology, which led me to an internship in marketing for gaming. That is how I got into the industry. I now work in corporate development at Scopely, one of the top gaming companies in the world. My role focuses on market intelligence, mergers and acquisitions, strategic partnerships and evaluating high-growth studios.

My advice to fellow businesswomen is to not be afraid to be loud. In many of my meetings, I am the only woman and we are talking strategy. You need to ask questions to show you are interested and curious to learn more. Once you start speaking up, people will start to notice you. If decision-makers do not see you, they will choose whoever is next – and that tends to be a man. The imposter syndrome in women is so real, but you have been hired for a reason, so put yourself out there!

“The imposter syndrome in women is so real, but you have been hired for a reason, so put yourself out there!”

My people skills are part of my professional arsenal, which was crafted at EU. I understand people not just as consumers, but also decision-makers, stakeholders and cultural participants. The most fundamental aspect I learned in my marketing classes was a deep appreciation of what drives people to connect to products, experiences and ideas. It taught me how to craft narratives and create emotional resonance, which is something I use in both my corporate job and my side business, The African Society.

Barcelona has taught me to adapt, collaborate and think critically. The city is so culturally diverse and, as the city is also a tech hub, there are so many opportunities here. There is space for everyone; you just have to find it and make it your own. When I arrived, I experienced a lack of meaningful, culturally aligned spaces for connections. So, I started building a network within the Afro community where we create a safe, holistic space to celebrate and empower the Afro diaspora in Europe. Our flagship event was dubbed ‘The Networking Party’, which I hosted in my apartment with 20 people. Now, we have over 4,000 members, and our biggest event was attended by over 700 people!

Founders & Entrepreneurs

Building businesses for the future

Our business programs are tailored to cultivate essential entrepreneurial skills and equip our students for the competitive business world. We nurture out-of-the-box thinking, which our graduates utilize to develop and run future-proof businesses. We are proud to see our alumni working on innovative ventures while displaying resilience and championing empowering leadership.



Nicolas Verderosa

Founder & CEO

Ruralis

After developing his career abroad, Nicolas decided to return to his native village in the Irpinia region of southern Italy, where his passion for travel inspired him to launch Ruralis. Nicolas' successes in the rural tourism sector have since been celebrated by Forbes, and he was selected for Forbes 30 Under 30 in Italy within the Social Impact category.

I've always been passionate about entrepreneurship, and it was always my plan to start my journey by studying and working abroad. But there came a moment when I couldn't resist setting out on my own any longer.

When you start to travel, you become more aware of your surroundings and more appreciative of your native environment. Every time I returned from my travels, I realized how beautiful my home was. I saw opportunity and wonder there. I was still young and thrived on the energy of wanting to start something new. Starting the company in a small town in the mountains of southern Italy was a big challenge, as there was a lack of innovation in the area and no start-up ecosystem. I took a big risk, but, as we learn from the basic principles of economics, the higher the risk, the bigger the reward!

EU gave me a lot of flexibility in terms of content and scheduling. The MBA classes were in the evening, so I was able to study and work on bootstrapping my company during the day. During the initial bootstrapping period between 2019 and 2022, we offered services such as excursions and travel packages, like a travel agency. Then, a property owner asked for help uploading his villa to online travel agencies (OTAs). Suddenly, many tourists began arriving in the south and I was wasting time trying to find new clients. I realized that there was a gap in the market, as there were many holiday properties in the area which had no visibility.

"EU gave me a lot of flexibility...so I was able to work on bootstrapping my company during the day."

We have grown into an all-in-one solution for hosts, managing the technical aspects of short-term rentals while supporting connections with OTAs. Ruralis centralizes information from over 100 OTAs – including Airbnb and Booking.com – via a user-friendly app, and streamlines bureaucratic processes, price management and communications so that owners can concentrate on welcoming guests without the behind-the-scenes hassle.

Every day, there are new challenges as an entrepreneur. Ultimately, it is about managing the hurdles and finding alternative solutions so that complex situations don't consume you. Once you have overcome a challenge, you can create value.



Susanna Hayrapetyan

Founder & CEO

Hayrapetyan Business Consulting

Switching gears from law to business, Susanna's growing fascination with creativity and innovation led her into marketing, and ultimately to founding her own marketing agency. She has since worked with globally recognized brands and continues to shape the next generation of marketers as a member of our faculty, offering sharp, modern insights into digital strategy, branding and creative leadership.

I have always been drawn to business by mindset rather than environment; constantly seeking smarter, faster ways to achieve results.

After studying law and completing a dual MBA in Germany, I moved from sales at Brainlab into a marketing leadership role, where I led a team of 16 copywriters before founding my own agency.

"After studying law and completing a dual MBA in Germany, I moved from sales at Brainlab into a marketing leadership role."

Once the idea of building my own agency took root, I immersed myself fully, drawing heavily on the principles of David Ogilvy, speaking to anyone who had ever built a business and absorbing every piece of advice I could get. Bootstrapping the company meant the early months were tough. I paid the first team – a copywriter, a graphic designer, and a performance marketer – directly from my own pocket. But one thing I deeply believe is that the best advertisement for an advertising agency is exceptional work. High-quality work speaks louder than any billboard.

One of our first major international engagements – and a moment of particular pride for us – was with Vegamour in Los Angeles. We were brought in to

design the packaging for a new product line that later launched in Sephora, with Nicole Kidman as the face of the brand.

A defining milestone came when we were recommended to Mercedes-Benz. We conceived and delivered Hannover's Finest, a flagship event in Hannover that united luxury and cultural brands such as Rolex, Cartier, HAZ, GOP Theater and Garda Gourmet in a fully immersive brand experience. The project generated seven-figure advertising value while requiring only a fraction of that investment, becoming one of the most celebrated works in our portfolio.

In 2022, we launched HBC Academy and the course Unpacking Marketing, enrolling over 270 students and expanding into Expert Talks – a 36-episode LinkedIn Live series streamed to my audience of more than 17,000 followers.

Looking back, the journey feels both improbable and inevitable, driven by curiosity, relentless learning and creativity, and a firm belief that if you consistently deliver extraordinary work, opportunities will find you.

From: Armenia **Lives in:** Germany

Studied: Master of Business Administration with a major in International Business, 2019



Nigel Ndlovu

Chief Executive Officer

Maison Amahle

Nigel created the first Afro-Swiss luxury watch brand, Maison Amahle, a business built on merging African soul and artisanship and Swiss engineering. His journey is rooted in his belief in giving back in order to move forward – and to never trust a nude wrist!

One of my EU lecturers helped me find a marketing internship at the marketing research consultancy, Horizon Group. I started to move up in the company, which was exciting, as I could put what I was studying into practice. However, the real reason I had moved to Geneva was that I wanted to create a luxury watch brand. So, I jumped into the adventure, straight in the deep end.

I'm Zimbabwean, but I grew up in Botswana. When I was ten, my best friend won our class prize. It was packaged in a small box and inside was a Casio watch. The following year, I worked really hard and won the same prize. For me, it was not about the watch, but the belief that I could do anything I put my mind to.

"My business, Maison Amahle, was born in the corridors of EU Geneva."

Maison Amahle was born in the corridors of EU Geneva after a lecturer mentioned that there was no African luxury watch brand. We use specific, rare materials from Africa and apply the finest craftsmanship in Switzerland. We also donate 5% of our profits toward our non-profit foundation, which is aimed at providing a Swiss watchmaking education program for women in Botswana to combat the gender imbalance in the luxury space.

After graduating, I had the honor of participating in the African Dream conference at EU. It was an amazing event in which we discussed developments on the continent and how to equip ourselves for the future. I shared my view as an entrepreneur who handles international trade with Africa from the watchmaking and sustainability perspective.

The most important thing EU taught me was to believe in myself! It's not a tangible skill, but it gives you the emotional intelligence you need to develop real grit. While I have always preferred words to numbers, my finance lecturer at EU really instilled in me the necessity of finding solutions and my grades improved every year. Once you believe in yourself, nothing is impossible.

Geneva is a melting pot of cultures, but also one of the most expensive cities in the world. You have to adjust in many ways, but it teaches you a lot. After a couple of years here, it felt like home. I've built friendships, a community and a rhythm of life here. It's the most challenging place I've ever lived, but also the most exciting.



Helena Tipawael

Founder & Market Research
Lead

Riset Prima Asia

Having studied in Australia, Taiwan, France and Spain and worked in market research, Helena leveraged her diverse experience to launch her own business, bridging the gap between Western and Asian markets. She now runs a fully remote team and has over 300 clients, 80% of which are international.

During my studies, I did an internship in market research with a company that EU's Career Services Department connected me with. The internship was really helpful in the long term because I ended up founding a research company and my clients see this experience as a big plus.

I knew that my educational background and skills were very valuable in my home country and had always wanted to create employment there, so I came back to Indonesia after graduating and started looking for tenders online. I worked really hard and, by the fourth month, I was already working with about 30 clients. I built a team and created my company. In our first year, we worked with almost 100 clients and the team grew to 10 full-timers plus some freelancers and part-timers. It all happened quite fast, and I relied on the knowledge I had gained from my studies.

We have two legal entities, Riset Prima Asia, based in Indonesia, and CorrosaLab, based in Estonia. CorrosaLab focuses on ESG and sustainability and Riset Prima Asia helps businesses to launch across continents, particularly the Southeast Asian market.

EU Business School connected me with people who can bring something to the table. My classmates are doing amazing things with their lives, and I now have a very valuable network. During my studies, I was surrounded by people who had dreams,

which shaped my thinking. I remember coming third place with a health-tech startup in the startup competition at EU. This experience has been very helpful recently, because we have already had several offers to buy my company. The competition helped me learn how to pitch and negotiate in these scenarios.

"EU Business School connected me with people who can bring something to the table."

My advice to students who want to start a company is to stay grounded and be a great listener. Listen to your surroundings, your peers, the world and, most importantly, yourself! Internship programs are also very important and EU has many connections, so speak with the careers advisors and make valuable connections on LinkedIn. Put yourself out there and tell employers how you can contribute to their companies.



Pedro Henrique Jasmim

Executive Partner

Grupo Berlinn

Since graduating, Pedro Henrique has dived headfirst into entrepreneurship and currently runs five businesses. Not only has his journey attracted the attention of Forbes, he has also won international awards, spoken at world-renowned events and worked with high-profile clients. He aims to share a mindset that balances creativity and business success, showing young entrepreneurs that it is possible to win big in the creative space.

I had the invaluable opportunity to study at EU Barcelona through an exchange program with a university in Brazil. Berlinn was my first company, a brand solutions agency with a focus on brand experience. I then started producing audiovisual marketing through Oslo Mídia; opened Alba, an Italian restaurant in Rio de Janeiro; and developed Pitada, a health-food dark-kitchen project.

Later, I launched my own consulting practice, supporting brands through strategy, culture and consumer behavior insights. This work connects naturally with my role as a professor and researcher, where I explore themes related to culture and behavior.

I have spoken at various international events, including TEDx, the G20 Summit and the South Summit Madrid. I also curated the Ecos da Brasilidade in Paris, a cultural event celebrating Brazilian creativity abroad. My career highlights include being recognized on the Forbes 30 Under 30 list and being included in the Guinness World Records for the Tetrix challenge, the world's largest university challenge.

Another highlight was working with soccer player Marcelo Vieira. Along with my team, we developed a marketing program that made Marcelo one of the most followed soccer players on TikTok, breaking engagement records during his return campaign to Fluminense Football Club.

In recent years, Berlinn began operating globally, with projects in Portugal, France and Spain. I hope to expand the company's international presence further, particularly in Europe.

I highly recommend doing a semester abroad because leaving your country is eye-opening. Studying in English was challenging, but it helped me learn how to express myself in another language and connect with people from different backgrounds. I participated in EU activities, excursions and joined the volleyball club, which offered great opportunities to socialize and make friends. Barcelona helped me build my network in Spain.

Compared to my education in Brazil, EU was much more hands-on. It was refreshing because I could finally connect the theory with real-world experiences. The experience helped shape my entrepreneurial vision and played a key role in developing my business mindset.

"I highly recommend doing a semester abroad because leaving your country is eye-opening."



“One of the most important things I gained during my studies at EU was a critical approach and the understanding of how to communicate with stakeholders.”



Sofia Drobychevskaya
CEO & Partner, DeepSync_EU
Bachelor of Arts in Sports Management
& BA (Hons) in Business Management, 2024



Sofia Drobychevskaya

CEO & Partner

DeepSync_EU

At just 17 years old, Sofia started her first entrepreneurial venture, a food-tech solution. Since graduating, she has helped fellow founders break into the European market through European Union funding and acceleration programs, bringing together deep-tech startups, universities and investors from across Europe. DeepSync collaborates with more than 50 universities, helping them build strong cross-border consortia and access European funding.

The knowledge and hands-on experience I gained at EU Business School helped me understand how the European market works. When I graduated, I was already on track to found my own consulting company, which helps entrepreneurs get their ideas backed by European funding and implemented into the market.

Thanks to my own experience as an entrepreneur, I am able to put myself in the founders' shoes and understand their priorities before guiding them through the next steps and current market demands.

"The knowledge and hands-on experience I gained at EU Business School helped me understand how the European market works."

In the non-equity funding space, it can be very difficult to navigate the European landscape. From completing your grant application to building a consortium of partners, it is a very complex process. It can be difficult for technical entrepreneurs who do not have a business background to jump from the laboratory to the market.

At DeepSync, we follow a top-to-bottom approach fully aligned with EU priorities: we help universities build consortia with startups; we help startups

cross the 'Valley of Death' through Horizon Europe and EIC programs; and we work with policymakers by bringing evidence directly from the ecosystem.

My mission is to build real bridges between universities, startups and policymakers in R&D and deep-tech — reducing fragmentation, improving knowledge transfer and strengthening Europe's innovation capacity.

I also participate as an evaluator for European Commission grants and contribute to shaping European policies to make the system more accessible, inclusive and aligned with tech trends. Last year, I collaborated with more than 150 startups, and this year, I am well on my way to tripling that number.

One of the most important things I gained during my studies at EU was a critical approach and the understanding of how to communicate with stakeholders. In my home country, education was much more theoretical but, if you want to be a leader or founder, you need critical thinking and communication skills. I was really inspired by my lecturers; they sparked my curiosity and helped me reflect on my own journey as a founder. I had a good combination of easy-to-follow classes, which bridged the gaps in my knowledge as an entrepreneur.

Money, Markets & Metrics

Leading in finance, strategy and analytics

EU Business School shows students how to understand and leverage data for actionable insights, accurate forecasts and optimal outcomes. Pairing analytical and decision-making skills with the ability to adapt traditional principles to the modern business world, they make prominent players in the demanding and fast-evolving financial and consulting sectors.



Bruno Rosenmann

Private Banker,
Vice President

Santander Private Banking International

A former competitive martial arts athlete, Bruno has always had the discipline it takes to succeed. Given his Swiss roots, he always wanted to live in Switzerland, but EU Barcelona caught his attention. This is where he decided to start his journey, before eventually settling in Zurich.

When I graduated, I moved back to Brazil to pursue an executive MBA and work as a financial advisor for XP Inc., one of the biggest brokerage houses in the country at the time. This gave me my first contact with the financial markets, and I built a book of clients worth BRL 50M (approximately U.S. \$10M) in just two years, which was impressive for a 20-year-old recent graduate. This caught the attention of big banks, and I received an offer to work as a high-net-worth banker for Banco Safra in Brazil. I quickly excelled on the transfer of assets from my clients at XP Inc. to Safra, and a colleague suggested we start our own business. We established a multi-family office in Curitiba, Brazil called Rubik Capital, which was a huge success right from the start. I was really happy there; my career was skyrocketing at a rate I couldn't have imagined – and all while I was still so young.

Unfortunately, two years later, my father tragically passed away, and I realized that I hadn't been focusing on the right things. My career was not more important than my family. The same day, I explained to my partners that I needed to be with my family in Switzerland.

The first months in Switzerland were tough, but I quickly found an opportunity as a relationship manager in the Wealth Management division of Credit Suisse, managing a CHF 300M AUM book of Brazilian clients. My first day in the office was the day after the now infamous tweet about the bank's

CDS when everything started to collapse. UBS bought Credit Suisse six months after I joined the bank and I was able to keep my role and my book of clients at UBS. Three years later, I joined the Brazil Desk at Santander Private Banking International in Zurich. I visit Brazil regularly to meet clients and stay in touch with my family and friends there.

I was very happy at EU. I loved living in Barcelona but also going to classes and getting to know the lecturers and staff. Their professional backgrounds were so rich, and they had amazing life experiences. Banking is a people business, and EU helped me realize that you need to get out of your comfort zone and start networking.

“Banking is a people business, and EU helped me realize that you need to get out of your comfort zone and start networking.”



Mehman Naghdaliyev

Senior Consultant

Deloitte

A master's degree in finance prepared Mehman to enter one of the Big Four, where he has rapidly excelled in his career, progressing from intern to senior consultant. He enjoys working with large teams of young professionals in the technology and transformation department.

After graduating, I decided to return to Azerbaijan, where I began looking for job opportunities and ultimately decided to join the Deloitte team. The recruitment process was straightforward, and I felt well-prepared for the interviews thanks to EU Business School. During my studies, I participated in the Business Immersion Weeks, which gave me the opportunity to practice interviewing with top global companies.

As one of the most important consulting firms in the world, Deloitte greatly motivated me, and I was thrilled to start my career there. I began as an intern in the Risk Advisory department and was later promoted to junior consultant in business analytics. After that, I advanced to consultant and, most recently, to senior consultant for the same department, specializing in technology and transformation. I enjoy working in a young team where I can grow professionally and build strong connections.

One of the most important projects in my career was an asset management project, working with a large team of more than 800 people. Deloitte also helped me develop both my soft and technical skills, as I had to learn how to use different software tools. We also have quarterly training sessions to stay up to date with changing trends and ensure we are aligned with client expectations.

I believe that in consulting, soft skills are more important than hard skills because you are constantly

communicating with clients, explaining objectives in a clear and concise way and working to understand their needs. In a single day, you might speak with 35 different people within the same company, from junior to senior positions. By the end of the day, you have to connect all the information and condense it into a single objective.

For those interested in risk management and finance, working at one of the Big Four firms is an excellent experience. Stress management is a key skill in this role, and it is important to highlight this ability in your application.

The financial knowledge I acquired at EU Business School inspired me to pursue a career in risk advisory and to work toward obtaining the CFA (Chartered Financial Analyst) certification. I have very fond memories of my time at EU and greatly enjoyed the activities, from mountain trips to student events.

"The financial knowledge I acquired at EU Business School inspired me to pursue a career in risk advisory"



Nayme Mardini

Global Wealth Banker

BBVA

Keen to get a head start in her career, Nayme jumped straight from an engineering bachelor's in Peru to a finance-focused MBA in Switzerland. This opened her eyes to the world of investment products and left her eager to pursue a career as a banker. She now helps high-net-worth individuals manage their finances with one of the world's largest banks.

My background is in industrial engineering, which gave me a strong analytical and process-driven foundation. To build on this, I decided to pursue an MBA with a major in Global Banking & Finance, where I deepened my understanding of financial markets, investment products and the banking industry. After finishing my studies, I began my professional journey at a finance company.

Everything changed that March with the Covid lockdown, which accelerated the need to rethink how we managed loan processes. I started working on solutions for handling them digitally. At the time, Face ID was not available in Peru, so I presented a proposal to my boss and the directors. They approved a budget and assigned resources to the initiative. Within a month, we had implemented the model in several physical stores and the project was a resounding success. I was asked to replicate the process for other products and became the coordinator of digital sales channels, continuing to scale the strategy.

Subsequently, I joined another financial institution as a project manager, where I led the development of their first product for small and medium-sized businesses from scratch. I wanted to transition into the commercial side and found an opportunity in Corporate & Investment Banking at BBVA. It was a more commercial role linked to sustainability products. That was when my dream of working as a banker truly began.

A comprehensive banking profile combines commercial, risk and operational expertise. My advice is to avoid sticking to one area and to take the time to explore and discover what you enjoy most. I hadn't realized how significant sustainability would become in banking, but it is clearly the future. As institutions that finance companies, we have the ability to drive real change in the world.

The main skill EU Business School helped me develop was adaptability. First by moving to a different country and then studying alongside students from diverse professional and cultural backgrounds. It was incredibly enriching to learn how to think from different perspectives. Having completed my MBA in Geneva – one of the world's most important banking hubs – has also been a valuable part of my professional journey and has helped me build meaningful connections within the industry.

"The main skill EU Business School helped me develop was adaptability."

From: Peru **Lives in:** Peru

Studied: Master of Business Administration with a major in Global Banking & Finance, 2020



Pietro Visetti

Sustainability & Impact
Manager

Kieger AG

After completing his bachelor's program at EU Business School, Pietro went on to study an MSc in Environmental Economics in the Netherlands. Thanks to a scholarship, he was then able to undertake an internship with the UN Environment Programme in Nairobi. He decided to combine his passions and understanding of ecology and economy to focus on a career in impact investing.

I was working at Metabolic, a circular-economy and systems-thinking consultancy based in Amsterdam, while completing my master's degree. Just days after graduating, I began a new role as a market infrastructure specialist at the European Central Bank, where I worked on the official policy paper-work behind the digital euro. I then took a job at the Green Digital Finance Alliance, launched as a non-profit foundation by the UNEP Financial Initiative, where I led a team designing innovative financing solutions. Finally, I pivoted into impact investing as an asset manager at Kieger, working on all aspects related to sustainability and impact investments.

Money is power and currency design is the backbone of our economy. If you can master that, you can make a big difference in the world. I was interested in the missing link between sustainability and money and wanted to combine my interests to do some good, which led me to impact investing.

We went through big trends in energy transition, decarbonization and carbon accounting. This was the first phase of understanding one of the biggest challenges of our time: climate change. We are now starting to broaden our horizons to other huge environmental issues that won't be solved through decarbonization and are focusing on biodiversity loss as a proxy, which is the next big thing in impact investing.

EU Business School provided an entrepreneurial push that helped me turn my ambitions into reality. I originally wanted to study in Geneva because of the presence of the UN; I had a dream of becoming a diplomat. The city is defined by its international outlook, and the global cohort of students at EU was eye-opening. I was able to work on a project at the Economic Commission for Europe through EU, which was the first step in my career and played a part in getting my UN internship in Nairobi.

"EU Business School provided an entrepreneurial push that helped me turn my ambitions into reality."

I am very grateful for my time at EU; it was a special part of my journey. I played on the football team and I still sometimes wear my EU football shirt to the gym!



Celso Ferreira

Project Management Office

Neotalent Conclusion

After completing his bachelor's in just two years, Celso continued his intense work dynamic, building a fast-paced career in financial consulting. His experience working at one of the Big Four prepared him for any eventuality and exposed him to new, exciting technologies in his field.

When I graduated from EU, I returned to Portugal and started working for Deloitte. At first, I worked in Business Process Solutions, more of a financial style of consulting. But then, the biggest opportunity I could have asked for came around.

Deloitte was creating a new support team of project controllers, and I was one of the first recruiters to implement and expand the team. It was a big challenge and quite a surreal experience, but it was very successful. We later merged with another area, and I went for a business partner role, responsible for everything related to working capital, accounts receivable and all related KPIs.

I worked closely with the CFO and CEO, which was fascinating, as I got to see behind the scenes and see how difficult it can be to manage. I then received a proposal from Neotalent, where I could take on more of a financial consulting role. At the moment, I'm working as PMO for AXA GO. It's a very good position and I'm really happy.

I would advise others who want a similar career to be prepared to work hard and really back yourself. Time is your most valuable asset, so use it wisely and invest in yourself. My job at Deloitte was highly demanding, but I can't put a price on what I learned. The Big Four are the best places to begin your career, with amazing people who will support you. And if you can survive a couple of years with a Big Four, you can survive anywhere.

At EU, the lecturers were sources of inspiration. I don't think I had any lecturer who didn't have a professional background which supported what they were teaching. Not only were they teaching theory, but they had already applied it in the real world.

My cousin was the president of the student association at EU, so I helped organize parties and events and was part of the first beach volleyball and football tournaments, which we won! The biggest event I participated in was the Change the World Model UN (CWMUN) project in the U.S.A. It was amazing to be a part of it, and it's an experience I'll remember all my life. I really enjoyed studying in Barcelona and have been going back every single year since I left.

"At EU, the lecturers were sources of inspiration. Not only were they teaching theory, but they had already applied it in the real world."

“I had strong teachers for all my finance-related courses at EU, and I learned about concepts that I still reflect on today.”

Anastasia Klyuchnikova

Manager – Corporate Treasury Solutions, PwC

Bachelor of Business Administration, 2020



Anastasia Klyuchnikova

Manager – Corporate
Treasury Solutions

PwC

Anastasia decided to study at EU Barcelona to stay close to her family, who were already based in Spain. She started her career in Barcelona, specializing in treasury. Thanks to her network in the consulting world, she has recently moved to Frankfurt for an opportunity to work at one of the Big Four.

I always wanted to work in finance, even before starting my bachelor's degree. I graduated during the COVID-19 pandemic, so I finished everything online, including my dissertation. I started a finance internship the same year in a small medical research company in Spain. It was a bit of a challenge at first because it was entirely in Spanish, but it helped me improve my speaking skills and learn the basics of finance and accounting.

When my internship ended, I began to specialize in treasury management. I worked at Wallbox, where my treasury journey started as a treasury analyst, and I really enjoyed it. It was something completely new for me, and the company went public on the New York Stock Exchange while I was there, which was an exciting experience.

In 2022, Accenture approached me, and I saw it as the right moment to move into consulting. I'd wanted to move into that field for a while because it offers a wide variety of sectors, industries and clients, which felt especially important for my career. I was there for three years and was very happy to learn more, but I had been thinking about leaving Spain after living there for almost 15 years. I wanted to explore more of the world, as there are more treasury opportunities abroad. I recently joined PwC Germany, where I focus on treasury strategy and advisory and support treasurers in reshaping their treasury transformation journey.

It's been an intense start, but I'm excited to keep learning. I want to deepen my business development skills by understanding client needs and translating them into tailored solutions. I'm also looking forward to networking with treasurers around the world.

"I graduated in two years instead of three, which gave me the opportunity to gain a head start in my career."

I had strong teachers for all my finance-related courses at EU, and I learned about concepts that I still reflect on today. I found my internship by myself, but we had workshops at EU that explained how to optimize your CV and cover letter, which were very helpful. This knowledge has stuck with me. I did summer courses at EU so I could finish my program quickly, as I was very eager to start working. I appreciated having the option to do this, and it meant I graduated in two years instead of three, which gave me the opportunity to gain a head start in my career.

Next-Gen Innovation

Advancing technology and digital transformation

Our students graduate with the power to enhance communication between stakeholders and data professionals, thanks to a deep understanding of how businesses operate in the digital world. Due to their command of the latest digital tools and the ability to identify key insights, they are able to secure top positions in their chosen fields while also supporting business transformation with cutting-edge technological solutions.



Natascha Spahn

Account Strategist

Google

Keen to continue her full-time job at Criteo in Barcelona, Natascha had her eyes set on a part-time master's program with EU. She ended up studying alongside her work in both Barcelona and Geneva while building a career in the ad-tech space. She now works for Google in Ireland and was named a LinkedIn Top Voice.

2021 was a great year for me because I graduated and a couple of months later, I got a promotion and started leading a global team. Last year, I moved to Ireland to work at Google, where I'm in the mid-market sales team for Google Ads and support Germany from the EU (European Union) headquarters.

Google Ads is the main revenue stream for Google and Germany is the third biggest market globally. I focus on the retail segment (i.e., everything related to e-commerce) which fits well with what I learned during my studies at EU Business School. It's fun because it's very varied and I work with a lot of analytics and digital marketing specialists. We travel to see our customers and recently attended the YouTube festival in Berlin, where we learned all about the future of YouTube. Google is changing a lot and search behavior is evolving, so it's a dynamic environment to be in. It's very exciting!

Of course, everything is about AI now. The way we target and design ad campaigns is shifting completely. It has to, as queries are getting longer and more complex: for example, 15% of daily Google searches have never been seen before. In response, we've seen big changes in Google Search through AI Mode and AI Overview. So, AI literacy has become the core skill for digital marketing today. I try to keep up through newsletters and podcasts like Neuron Daily and Google DeepMind, both of which are excellent.

I recommend studying abroad to everyone.

I was lucky that EU was flexible and allowed me to transfer to another country. Being fluent in a third language was helpful, but anyone who is at the beginning of their career should try to get outside their comfort zone. EU has such a lovely international community, and it was there that I learned how to navigate different cultures and intercultural communications. This has been a key skill in my position at Google and was also important in my previous position at a smaller company.

"EU has such a lovely international community and it was there that I learned how to navigate different cultures and intercultural communications."

A lot of the assignments at EU are very practical, and the lecturers are working professionals, which was important to me as it allowed me to learn from people who have real-world experience. It's even more relevant today because things are changing so quickly, so the more up-to-date the information, the better!



Frederik Lundsgaard Tørnstrøm

Data Scientist

Novo Nordisk A/S

Intrigued by what he learned at EU about big data and its effects on the world, Frederik decided to pursue job opportunities in the pharmaceutical sector. He now works at Novo Nordisk, the largest private company in Denmark and a leading global pharmaceutical company.

I came back to Denmark to finish my thesis because I was writing it with a Danish company. Before I'd even finished my master's, I had a job in the public sector in the government branch that runs the hospital and healthcare services in the capital region of Denmark. It was immensely interesting and I learned a lot, but I wanted to combine what I had learned in my master's in data science and my bachelor's in engineering. A data analyst job opened up with Novo Nordisk and it was the perfect match for me!

I work in the Global Supply Chain Design department. We take data from all around the world and build tools for users internally. I am working on a project that, among other things, helps with mergers and acquisitions by simulating the supply chain effects of an acquisition or closure. We help the company be more resilient and make better investment decisions. A lot of my work is programming, for which we use Python, SQL and PySpark, which are used to transform the data into a usable format and build complex models.

The most important part of my work is being able to translate complex data in a way that non-technical stakeholders will understand. You can create the most advanced tools, mathematical models and algorithms in the world but, if they don't solve real-world issues or can't gain the trust of users, they are useless.

We focus on aligning our work with each business case and making sure users understand why we make certain choices.

Students should pay attention to new tools like code agents and coding assistants but shouldn't become overly reliant on them. It's still important to learn how to code, build tools, and understand how they work. Once you have that foundation, you can start delegating more basic or repetitive tasks to these tools. If you can code not just with a code agent, but alongside it, you'll really stand out.

EU Business School helped me a lot with my communication skills. I have more soft skills than the average data scientist due to the way the courses were taught. We regularly practiced collaboration and presenting and there was an emphasis on making yourself clearly understood, which really benefited me and elevated my skillset. I matured a lot as a person in Barcelona and met people from all around the world. I gained so much invaluable cultural knowledge and even met my wife there!

"I have more soft skills than the average data scientist due to the way the courses were taught at EU."



Valeria Markova

Territory Manager

Amazon Web Services

After studying her bachelor's at EU Barcelona, Valeria moved to Madrid to study for a master's degree. In Madrid, she was able to break into the tech industry with Amazon Web Services (AWS), where she has had the opportunity to travel to different parts of the world. She is now in charge of a team and supports a mentoring program for young women in tech.

I did a digital marketing internship at an online magazine while I was studying for my bachelor's at EU. I was in touch with the EU careers team, who helped me to optimize my CV and set up my LinkedIn.

After I graduated, I did a master's in Madrid and landed a job in the communications department at Holcim, a manufacturing company. One of our biggest clients was Amazon Web Services (AWS), who reached out to me, and I started working with them as a sales rep. I worked for various markets but specifically Africa, which I really enjoyed. I traveled there several times and learned a lot about technology. This year, I became territory manager and have various accounts and teams working with me, building strategies on how to increase revenue.

AWS is an incredible place to work. I've been able to try new things, develop skills and travel extensively. It completely changed my mindset and taught me a great deal about business and sales. We have a lot of internal principles that help us to structure how we think and support our clients.

The AWS She Builds Mentorship Program is dedicated to women who would like to enter the tech world. I'm program manager for Europe and Israel, and this year we have had around 120 matches. It's really inspiring to see so many women volunteering to be part of it.

It can be so hard to break into the industry, but I truly believe in the power of mentorship and networking. I have always got my jobs through my network and am always happy to grab a coffee with students who want advice.

A lot of the business knowledge I acquired at EU was very relevant to what I'm doing right now. It was an eye-opening experience in terms of working with people from all around the world and it allowed me to develop my inner confidence. I was also selected to go to New York and take part in the Change the World Model United Nations (CWMUN) program. This was a fascinating experience and lots of fun because we met with EU students from other campuses in the UN headquarters. I also participated in the career fairs, which big companies attended and which were very useful for making new contacts and meeting recruiters.

"A lot of the business knowledge I acquired at EU was very relevant to what I'm doing right now."



Akhil Purohit

Enterprise Account Based
Marketing Manager

Autodesk

Akhil's personal philosophy is to be so good at whatever he's doing that nobody else can compete. He puts visibility and business value first, which has helped him rapidly excel in his career. A keen networker, Akhil encourages students to make the most of opportunities like the intercampus exchanges, through which he made both friends and business partners from around the world.

I graduated in 2020 and saw that every industry was getting disrupted. However, the digital industry was thriving, and I saw its potential. I wanted to apply my studies to real business practice and started a marketing internship at ZEISS Microscopy. The EU careers team helped me with my applications and mock interviews. I was earning good money at just 19 and felt completely independent. By the time I graduated, I had already lived in Munich and Barcelona, and had experience working in two big tech companies.

I applied for a performance marketing manager position at Commercetools when I was 21 and was the youngest in the team. Then, Autodesk hired me, despite initially looking for somebody with eight years of experience plus an MBA. Within two years, I was promoted. I now lead all the account-based marketing programs for the top enterprise customers like Deutsche Bank and Egis and organize events worldwide, leading multi-million-euro marketing campaigns. Alongside this, I started a marketing agency with my EU classmates.

I use a lot of tools at Autodesk including the CRM, Salesforce, Power BI and LinkedIn, but I'm also an AI champion and train my teams to be AI-first. These technologies help us create content, ideal customer profiling and agency briefs. I also create my own AI solutions to help with research and everyday issues.

EU Business School really helped me understand international business from the inside out. I did a course in strategic marketing and branding, which encouraged us to think strategically and showed us how to unlock real business value. On top of this, we learned how to create and present quality presentations, and studying with people from around the world taught me how to communicate globally in business. I wasn't confident in public speaking, but my professor helped me improve, providing names of local associations where I could practice and spending extra time helping me with business English.

"EU Business School really helped me understand international business from the inside out."

I went to several events and company visits during my studies at EU Business School, including an airport tour, alumni gatherings and a talk from the CEO of Nestlé. It really broadened my mindset on how people become successful and how to approach different situations.



Leonardo Dina

Senior Partner Manager

MongoDB

At 16, Leonardo was playing on the Italian national American football team, but in his spare time he sold everything from electricity to life insurance. He says these experiences, paired with a top GPA and insights from lecturers with real-world, international business success, were the key foundations for his career. A keen traveler, he has worked in Switzerland, the U.S.A., Spain and Italy for top shipping, cloud and software companies. Now he is based in Milan but spends most of his time between Dubai and Madrid.

In Geneva, I started a one-month internship in the marketing department of MSC. They wanted to hire me full-time but, as there were no available positions in Switzerland, they offered me an account management opportunity in the U.S.A. In my first week, I was thrown in at the deep end with a host family that didn't speak English and a hurricane, but it was a really rewarding experience!

After three months, I became a VIP account manager, handling the shipping of the largest American manufacturing companies from ports in South Carolina to Europe. I started becoming interested in cloud computing and applied to Amazon Web Services. To join the company, I had to take a step back, but it meant that I could break into the tech industry. I moved to Spain and became a top performer before being asked to manage central and southern Italy for SMEs. I was later messaged on LinkedIn by MongoDB, asking me to join them as a Senior Partner Manager, responsible for their go-to-market strategy.

Being good at sales is not just about jumping on a project but being able to influence the roadmap. You need to know your product, but you also need to really know the competition and how to differentiate yourself. Regarding soft skills, you must be open, reliable and accountable. Sometimes, you can overpromise, but you can never underdeliver.

EU Business School was a game-changer for me. It was difficult juggling my football training and studies, but EU really helped to make my schedule flexible, and my lecturers were always accessible. I learned so much from them, even down to being able to make a good profit from personal investments.

"EU Business School was a game-changer for me."

I loved Switzerland! Not only is it a great place to network with people from all over the world, but it gave me the peace to focus on my studies and discover the mountains. I was able to play for the EU football team as captain, which was incredibly fun, and we all became great skiers!



“Students had the chance to speak with globally renowned companies and pitch themselves or network to make valuable contacts.”

Liliya Yakhneva

Partner Ecosystems, Sabentis

Bachelor of Business Administration

& BA (Hons) in Business Management, 2024



Liliya Yakhneva

Partner Ecosystems

Sabentis

Liliya witnessed firsthand how to run a small business while supporting her mother's designer clothing brand. After finishing her degree, she decided to move into the occupational health tech space, where she is passionate about using new technologies to help companies improve the workplace for employees. Liliya also participates in ORP and is the co-founder of NormaYA.ai.

When I finished my studies, I decided to stay in Barcelona. I started out in the real estate industry, but I wanted to focus more on purpose and making an impact, so I transitioned to occupational health and safety, digital tools and risk prevention.

When we think about business, the company's image comes to mind, but people are at the core of any business. No business can succeed or evolve unless everything backstage is running smoothly, and that is what attracts me to this field.

For us, client success is seeing safety as the driver of operational excellence and sustainable business growth. We put education over pitching sales, and we use radical transparency to build trust with clients. We don't need them to trust AI, but we need them to trust the outcome. AI can sound intimidating; it's everywhere, and lots of people don't have a clear understanding of it, so it can be overwhelming. We translate complexity into real cases and solutions.

Sabentis automates the full cycle of safety management, from risk assessments to tracking and closing corrective actions. The platform automates tasks like training, medical checks, PPE management and contractor compliance, and connects with sensors and access systems for real-time insights. Dashboards, alerts and action plans help teams prevent risks before they escalate. Moreover, Sabentis can use a simple photo or video of the workplace to

identify operational, non-compliant and ergonomic risks. Most importantly, people stay in control; Sabentis provides the intelligence, while managers make the decisions.

I absolutely loved my business consulting classes at EU Business School as they covered the fundamentals of economics and business and how to apply this knowledge to real case studies. I also enjoyed volunteering at the annual Career Day, where students had the chance to speak with globally renowned companies and pitch themselves or network to make valuable contacts.

"I absolutely loved my business consulting classes at EU Business School."

From: Russia **Lives in:** Spain

Studied: Bachelor of Business Administration & BA (Hons) in Business Management, 2024

Sustainability & Social Impact

Driving change for people and planet

Students at EU Business School gain a comprehensive understanding of the sustainability and social impact topics that are shaping today's businesses, and our alumni strive to make a positive impact on the world. They graduate with the critical thinking and cross-cultural leadership skills essential for roles in international institutions, NGOs and ESG leaders.



Oula ElBakkali

Procurement Manager

Gavi, the Vaccine Alliance

After studying at a French-speaking high school, Oula decided her next move was to Geneva, where she completed a dual bachelor's degree and is now working for Gavi, the Vaccine Alliance. She is currently working on procurement processes to support Gavi's mission to ensure that no one is left behind with immunization.

Toward the end of my studies, I was doing several internships. The Career Services Department at EU helped me find multiple options and I went to a lot of interviews. We sat down and redid my CV, which was a big plus. Even after all these years, I still use the same template!

"At EU, we had a lot of guest speakers and company visits where you're really encouraged to ask questions, speak up and ensure you are visible."

After graduating from EU, I decided to do a master in public procurement, having done a few internships in that area. I also knew I wanted to work in the humanitarian field. My first experience in the sector was an internship with the UN in Copenhagen, and then an EU classmate encouraged me to return to Geneva and work at Gavi. I worked with them during the COVID-19 pandemic, which was really a defining moment, and I am very fortunate to still be with them seven years later.

Our biggest priority is to ensure that we deliver vaccines to the world's poorest areas in a timely and safe manner. We look for innovative solutions to track and ship vaccines and to ensure that our work is consistent. At the moment, I'm working on big projects such as the African Vaccine Manufacturing

Accelerator, encouraging and supporting the sustainable growth of Africa's manufacturing base, which has many economic benefits. I run the end-to-end procurement cycle, from understanding the needs to sourcing and contracting. We're mostly dealing with donor funding or public money, so there's a lot of attention given to the overall procurement process to ensure that we are getting the best value for money.

At EU, we had a lot of guest speakers and company visits where you're really encouraged to ask questions, speak up and ensure you are visible. I was also on the student council, where I helped new students settle in Geneva and organized events. I try to go back for the career events at EU. It brings me so much joy because I am able to help some of the students that are in the same situation I once was. I understand their uncertainty about the next steps, and I always assure them that an internship is always an advantage; it's an opportunity that adds value and helps them build essential skills and experience.

From: Morocco **Lives in:** Switzerland

Studied: BSc (Hons) in International Business & BA in Communication & Public Relations, 2018



“The international nature of EU allows students to develop soft skills and grow as individuals.”



Rodrigo Abreu do Coutto
Deputy Head of Finance, IMPACT Initiatives
Bachelor of Business Administration, 2019
& Master in Innovation and Entrepreneurship, 2022



Rodrigo Abreu do Coutto

Deputy Head of Finance

IMPACT Initiatives

After studying both his bachelor's and master's programs at EU Geneva, Rodrigo worked in the Middle East and Africa with Swiss NGO IMPACT Initiatives before returning to their headquarters. During his studies, Rodrigo made the most of the sports activities available at EU, but he had to switch catching waves for hitting the slopes. And keen to keep up the Brazilian stereotype, he never missed a Wednesday football practice.

While finishing my master's, I did an internship in the finance department of the company I now work for. Another student from EU was interning in the HR department and was able to get me an interview with them. As soon as I finished, I was deployed to the field and spent three months in Jordan learning more about field financial management. I was later based in Tunisia, roving as a regional finance officer across sub-Saharan countries where the company had missions. It was a great experience!

Impact Initiatives is an international organization based in Geneva which focuses on research in areas of conflict. With the information and data we gather, we anticipate needs so that other organizations are able to provide optimal humanitarian aid. Every contract we manage requires thoughtful financial stewardship. Our finance department must ensure that resources are used responsibly, budgets are optimized, and expenditures are aligned with contextual needs and priorities. By doing so, we maximize impact, maintain long-term sustainability and create the capacity to expand our work into new regions and projects.

The international nature of EU allows students to develop soft skills and grow as individuals. The exchange between students was brilliant and helped me understand how to build relationships with different people.

This was essential for me and for my career when I started working in international environments, as I was deployed to countries that have very different cultures from those in which I was raised.

I had my first contact with business finance at EU and it hooked me. The lecturers were brilliant and kept everyone interested and engaged. They taught lots of real-world business cases and events, asking us to provide our input through analytical thinking. It helped us a lot, allowing us to view things critically and to consider different interpretations of each situation.

"I had my first contact with business finance at EU and it hooked me."

I owe everything to Geneva, where I developed my network and where I gained my first professional experience. There is so much to learn here. It made me who I am and helped me develop relationships with people from all over the globe, including my Russian wife, who is also an EU alumna!

From: Brazil **Lives in:** Switzerland

Studied: Bachelor of Business Administration, 2019 & Master in Innovation and Entrepreneurship, 2022



Karishma Kapoor

Project Manager

Ecolab

Karishma's MBA at EU allowed her to transition from a background in architecture to a career in project management. Thanks to her excellent performance and the valuable connections she built during an internship, she now leads projects spanning across various divisions such as sustainability, marketing, supply chain, etc., ensuring organizational alignment and delivering impactful results. Her job has not only helped her significantly expand her knowledge through cross-functional collaborations but has also given her the opportunity to travel internationally.

EU Business School gave me the tools I needed to excel in project management and start building a career I enjoy. I started as an intern at Ecolab, which was the turning point of my career. The school was very supportive, helping to accelerate the process.

"EU Business School gave me the tools I needed to excel in project management and start building a career I enjoy."

I cannot emphasize enough the value of pursuing an internship. It's the best way to open doors and build skills, strong networks and momentum that accelerates over time. You think you are going to be focusing on supporting tasks, but I was trusted with big projects and was expected to lead them, to learn and to take risks. I couldn't have hoped for more amazing leadership or more enthusiastic colleagues and mentors to guide me. I refined my skills, completed internal training sessions, and built strong networks to earn my place in the Enterprise Excellence team, a group of expert project and program managers, as well as certified Green and Black Belts.

Each project is unique. I get to collaborate with different teams and divisions, working cross-functionally and building my knowledge. My growth has been exponential. I love being able to travel and

build my network, but what truly sets Ecolab apart is its commitment to not only recognizing success but also celebrating the courage to take risks and challenge the status quo.

Both Ecolab and I are driven by the same principle: making an impact that matters. Ecolab is a global leader in water, hygiene and infection-prevention solutions, helping businesses protect people, optimize resources and drive sustainability. One of my current projects focuses on sustainability and circularity, including an Extended Producer Responsibility (EPR) initiative, where I provide support to ensure Ecolab meets EPR regulations effectively and drives responsible product lifecycle management to benefit both the company and the environment. Public health is at the heart of Ecolab's mission, and knowing my work contributes to that gives me a profound sense of purpose.

As I transitioned from an architecture background to a career in project management, EU's MBA program helped me sharpen my skills in planning and execution, strategic thinking, managing teams and deadlines, and delivering results. I especially valued the finance modules, which broadened my expertise and opened doors to diverse career opportunities.



Stuart Froome

Director of Operations

Circular Supply Chain Network

Stuart's background, deeply rooted in South African safari, sparked his passion to preserve the natural environment. This childhood dream, paired with his experience of working in supply chain events through his family's business, inspired Stuart to pursue a career in circular supply chains. Growing up surrounded by some of the best minds in the business, he made an important contact who would later provide him with a space to succeed in this business area.

When I graduated, it was a bit of a whirlwind. I first did an internship with Dow Jones and then Deborah Dull, the founder of the Circular Supply Chain Network (CSCN) and leading voice in the industry, reached out to offer me a role in admin support. She later asked me to effectively run the entire business.

The last two years have been incredible! Deborah has taken me under her wing and has been my biggest source of knowledge. We focus on teaching companies how to be more sustainable and engage with the circular economy and circular supply chains. We offer think tanks, workshops and a free platform which anyone can access.

I have also started my own consulting service, acting as manager of operations for Trillium, a big AI and supply chain consulting company. I'm also a product manager for Merlin, an AI-powered Enterprise Resource Planning (ERP) platform for construction management.

We are seeing a big shift away from using AI for absolutely everything. We encourage the use of AI to liberate humans so they can focus on creative thinking, decision making, analysis and strategic thinking. Circular supply chains need to be considered as any other business. Currently, there is not enough focus on AI in this area. We need to reject AI that uses more energy than it is worth and be more conscious with our usage of these tools.

I was hesitant to fully engage with business analysis tools during my studies, but they are really useful, as were all my finance classes. However, the biggest advantage I gained from EU was the international connections. Studying with students from all around the world definitely equipped me for my professional life and my current job, where I work with global teams and clients.

"Studying with students from all around the world definitely equipped me for my professional life and my current job."

Moving to Barcelona helped me grow up, and learning Spanish took me out of my comfort zone. I have met some of my best friends here, and it is a great hub for Europe; I do a lot of European travel to meet clients and have even met some of my colleagues, who live in the U.S.A., here in Barcelona.

From: South Africa **Lives in:** Spain

Studied: Bachelor of Business Administration & BA (Hons) in Business Management, 2024



*“The best thing
about EU is that it is
such an international
environment.”*



Julia Roizman Ayscough
Global HR Business Partner, Siemens Energy
Bachelor of Arts in International Relations
& BA (Hons) in Business Management, 2022



Julia Roizman Ayscough

Global HR Business Partner

Siemens Energy

A born people person and problem solver, Julia was excited by the world of HR. She always wanted to work for a company that contributed to a bigger purpose, so she jumped at the chance to join the Siemens Energy Graduate Program in HR. She has since moved to Germany with the company, where she is now working in the global services department.

I studied with the Digital Campus for my last year at EU, which gave me the flexibility to have a job alongside my studies. I first had an internship in logistics at a small farm-to-table startup in Brazil. They later opened a talent acquisition intern position, which I switched to. After this, I got my first full-time job at a Lithuanian multinational. As soon as I graduated, I started the graduate program for Siemens Energy in Brazil. I got to experience different areas of the company and moved with them to Germany to work in corporate HR. I finished the program at the end of 2024, when they offered to extend my stay in Germany.

"I had really interesting lecturers from completely different countries, so you are surrounded by all these diverse perspectives."

Doing a graduate program at Siemens Energy opened many doors for me. I always dreamed of working abroad, and it would have taken me much longer without the program. I had no idea where I could be allocated, so it was nice to be put in the headquarters. We also did some training abroad, including my onboarding in Dubai. You have lots of great opportunities and the chance to change roles if you want to try something else with no commitment, but you also have the independence to find your own way with the support of a senior mentor.

Speaking different languages and having a CV which matches the job offer really helps with graduate program applications. I contacted people with similar jobs to get to know more about the program, how it works and whether it would be the right fit for me. To prepare myself for the interview, I Googled possible questions and prepared my answers, which I practiced saying out loud. This helped me get used to talking about myself and build confidence.

The best thing about EU is that it is such an international environment. And it's not just the students — I also had really interesting lecturers from completely different countries, so you are surrounded by all these diverse perspectives. This international exposure also really helped in my career; I learned how to read the room and adapt to different cultural norms and behaviours.

As an EU alumna, I participated in a speaker panel to share my experience as a student with the Digital Campus. It's a really great initiative because it's a chance for prospective students to connect with graduates so they can make a more informed decision about their future studies.

From: Brazil **Lives in:** Germany

Studied: Bachelor of Arts in International Relations & BA (Hons) in Business Management, 2022



Madison Toal Ilges

Executive Director

Mite

After falling in love with Spain while traveling, Madison decided to take the leap and do her undergraduate studies in Barcelona. While she was there, she started building Mite with her father. Together, they have been striving to make charity more transparent and encouraging people to live a more generous life.

My career has been focused on the philanthropic world. I worked at Mite throughout my studies, when we were very much a startup. I was promoted to executive director and subsequently built our team here in the United States. Mite is a donor service organization. My team researches and vets non-profits from all around the world and we then collaborate with them on charity projects. We pitch these projects to our donor base and they raise money for them. We then report back with media assets and quantitative and qualitative data to make sure donors understand that their money was used in the way we said it would be.

The United States is one of the most generous countries in the world, but almost 50% of people say they don't trust charities to do what is right. It has been extremely encouraging to see that the process and model that Mite has built has not only brought in people who would never normally give to charity, but has also encouraged existing donors to increase their donations.

Mite has worked with over 30 different partners, and I love every single one of them! One of our partner organizations creates solar panels by training grandmothers to become solar engineers and bring light to their communities. We worked with them in Guatemala, and our team watched an 85-year-old grandmother hook up solar panels and light up homes. Another organization recycles prosthetic legs that would usually end up in landfills,

ships them to sub-Saharan Africa and refits them to give individuals who have lost limbs the ability to walk and move again. We've had the opportunity to meet some really fascinating people who are meeting needs that aren't as widely known.

At EU, we had a wide variety of classes every single semester. I had to learn time management and organizational skills to be able to manage my workload across all the different classes. By the time I graduated, the variety of the content we'd covered was vast, and it helped me in multiple ways as I established my career in the United States. The professors were enthusiastic about the subjects they were teaching so you were more likely to be engaged. The friends I made there became my family. Some of them even came to my wedding here in Charlotte!

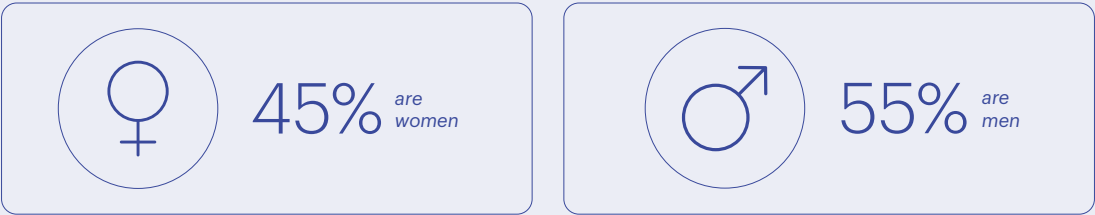
"The variety of the content we'd covered was vast, and it helped me in multiple ways."

Graduates Under 30 in Numbers

Our community of 35,0000+ alumni successfully work and live across the globe. Learn the top facts about our younger graduates here.

GENDERS

Our young graduates reflect the shifting gender dynamics among business students today. We're proud to see young professionals pursuing diverse programs and career paths across specializations, moving beyond traditional stereotypes and redefining expectations..



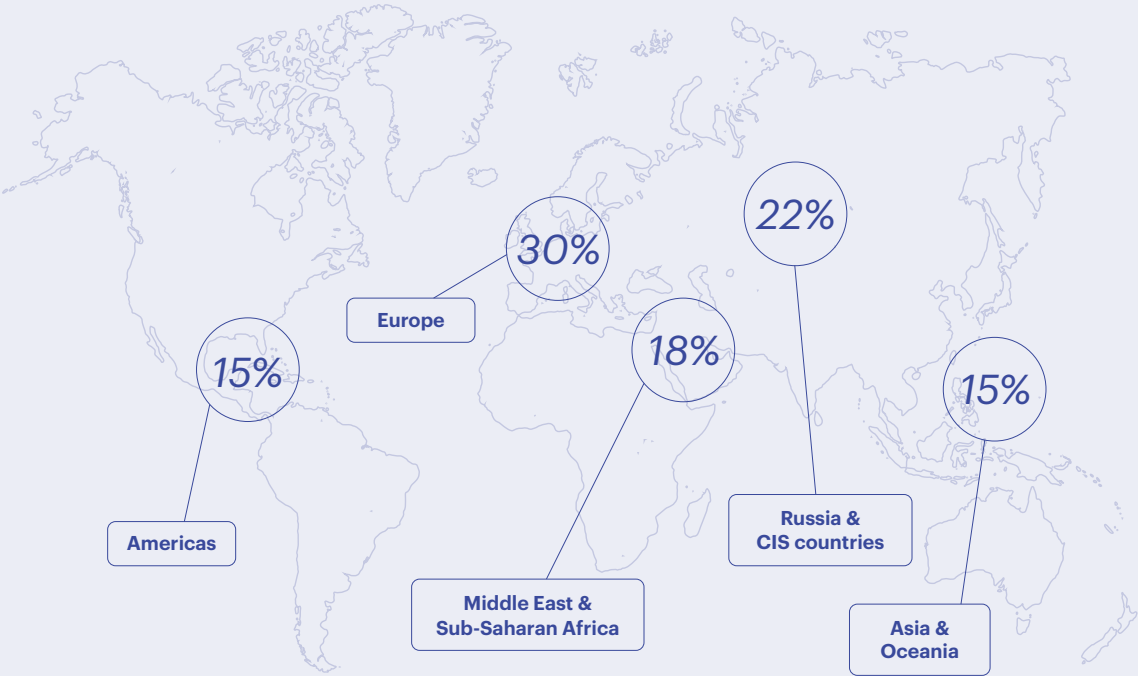
LEVEL OF STUDIES



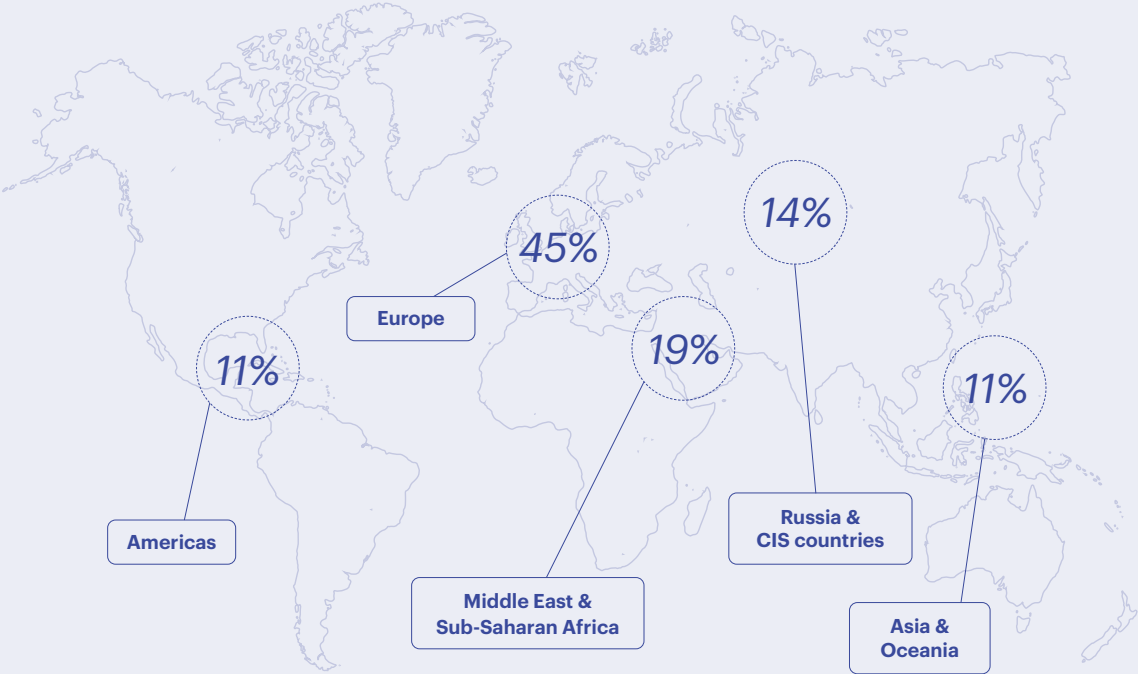
NATIONALITIES & CURRENT LOCATIONS



NATIONALITIES



CURRENT LOCATIONS



INDUSTRIES



20%

Consultancy



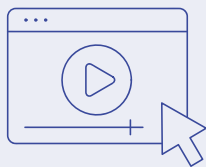
16%

Finance &
Banking



14%

Technology &
Innovation



14%

Marketing &
Communications



10%

Luxury & Consumer
Goods



8%

Hospitality &
Tourism



5%

Pharma &
Healthcare



13%

Others

Graduates Under 30 in Numbers

COMPANIES



FUNCTIONS



Chapter Leaders

—

Over recent years, EU Business School has reactivated its alumni chapters to strengthen our global network and foster a more connected community. We are proud to introduce our chapter leaders, representing 25 countries and helping alumni stay engaged worldwide.

—

The EU alumni chapters bring together graduates across our most populous global regions. Reflecting the international diversity of our community, these chapters help alumni connect locally while strengthening ties with EU Business School.

Led by dedicated chapter leaders, they create opportunities to network, reconnect and collaborate through regional events and professional activities.



Americas



Europe



Middle East &
Sub-Saharan Africa



Asia



Russia & CIS
countries

Europe



Belgium

Christophe
De Scheemaecker
*Co-Author of The First
Paris-Beijing Rally-Raid*



Belgium

Xavier de Bergeyck
*Senior UHNW Banker
& Team Lead for
Belgium at J.P. Morgan
Private Bank*



Denmark

Sverre Panduro
*Board Member,
Strategic Advisor
& Private Investor*



France

Neil Patton
*Corporate & Private
Aviation Specialist at
Allflights Consulting*



Germany

Dr. Dmitrii Nikolaev
*Founder & Managing
Director at Larius
GmbH*



Germany

Zaira Pérez Esparza
*Former IT Portfolio
Manager*



Greece

Vicky Evangeliou
*Founder - CEO at
Marketing Lead - VSN
Hub*



Netherlands

Dr. Bart van Straten
*General Manager at
Van Straten Medical,
GreenCycl, Medical
Repairs BV & WIMI BV*



Europe



Netherlands

Elzard van Delft
*Owner at MK Advisory
Group & Mela
Pensioen*



Poland

Ewa Pietrzak-Janina
*Business Development
& Engineering Cluster
Manager at Mondelez
International*



Portugal

Emília Alves
*Founder at Emília
Alves - Disruptive
Business*



Spain

Alejandro Boutin
*CEO EMEA at Mapfre
Assistance*



Spain

Thierry Delmas
*Managing Director at
Kivnon*



Sweden

Roya Sayadi
Founder at Sayadi Law



Switzerland

Marina Greene
*Global Head of PR at
Chopard*



U.K

Kristina Poluyanova
*Senior EMEA Product
Marketing Manager at
Autodesk*



Asia



India, Maldives & Sri Lanka

Dr. Ravi Fernando

Chairman & CEO at Global Strategic Corporate Sustainability



India, Maldives & Sri Lanka

Umesh Nair

Member of Board of Advisors at Vipper.com



Kenya & Philippines

Yassine Bakkari

CEO at L'Oréal Philippines



Malaysia

Balquis Engku

Country Manager - Malaysia at Saudi Tourism Authority SEA Office



Singapore

Surein Sandrasageran

Course Chair at Temasek Polytechnic



Middle East & Sub-Saharan Africa



Egypt
Manal Negmeldin
Head of Digital & Omnichannel at Elaraby Group



Ghana & Lebanon
Osei-Belal A.Kabbara
Founder & CEO at Aspire357 Consulting



Morocco
Sarah Benjelloun
Territory Account Manager - French Africa at HP



U.A.E.
Hanan AlSafadi
Learning & Business Process Manager at IKK Group of Companies - SCPC Coach



Russia & CIS countries



Azerbaijan
Shahin Taghizade
*Head of Finance,
Accounting &
Economic Analyst at
High Technologies
Park*



Kazakhstan
Kristina Turchanina
*Deputy Director at USL
- Kazakhstan*



Russia
Olga Shreiber
*Business Analyst at
Merk Team*



Americas



Mexico
Mario Gonzalez Becerra
*Project Development
Manager at B2B
Negocios*



U.S.A.
Lauren Ellermeyer
*President at
Beyond Fifteen
Communications*



Connect with your alumni chapter

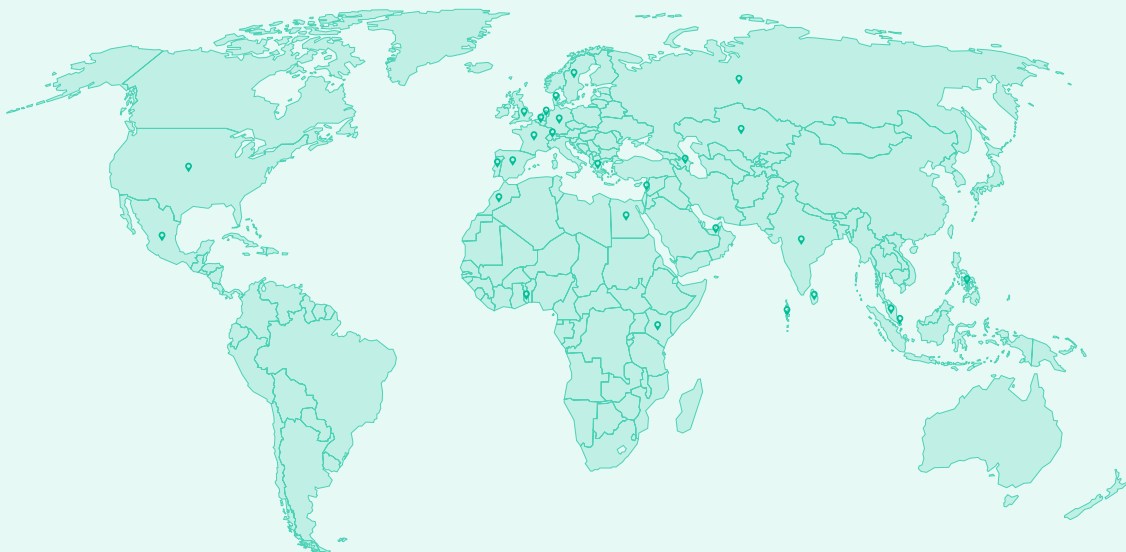
—

As an EU alum, you can join any of our regional chapters. Whether reconnecting in your home country, building local contacts after relocating or exploring opportunities abroad, our chapter leaders will be delighted to welcome you into their community.

—

You can join our chapter groups through the Alumni Hub platform, where the filterable alumni directory and instant messaging tools make connecting with fellow graduates simple. Chapter members also receive invitations and updates about local events and activities through dedicated mailing lists.

We look forward to continuing to grow our alumni network and expanding our chapters in the years ahead.



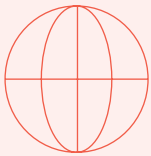
EU's Global Alumni Network

—

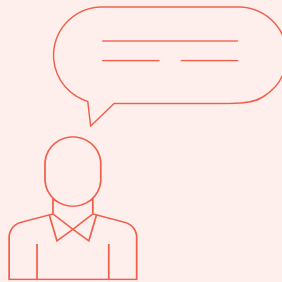
Our 35,000+ global alumni community is your trusted network. It brings together like-minded professionals from all sectors and geographical regions who are open to sharing expertise, exchanging ideas and working together to create new business opportunities and support each other in career advancement.

—

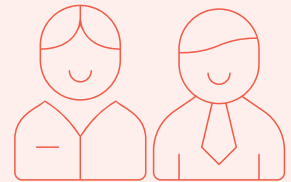
Become an active member to get support for your professional needs and to give back by offering guidance and expertise. Reach out to other EU alumni if you would like to:



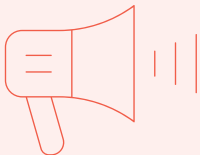
*Expand your network
globally*



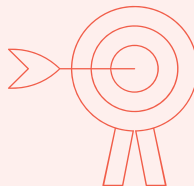
*Talk to industry
experts*



*Find a business
partner*



*Promote your
products or
services*



*Recruit top
talent for your
organization*



*Boost your career
opportunities*

Alumni Hub

—

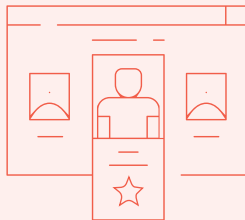
The EU Alumni Hub is an exclusive environment for our alumni to stay in contact with their classmates and network with business people around the globe. Becoming an active member can help you boost your chances of career and professional growth.

—

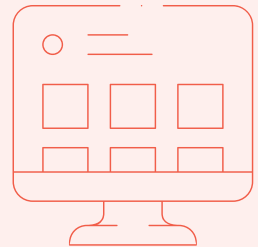
You can browse through the directory to find classmates, see who works in your industry or lives near you. Whether you are seeking or offering help, this interactive platform can help you identify the key contacts within your fields of interest. You can join interest groups and advertise vacancies in your company to find top international candidates among EU students and graduates. The mentoring tool available on the Hub will help you find the best matches and check how they can support you.



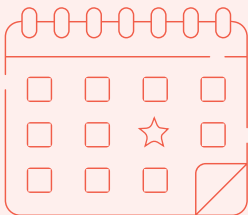
Professional network



Job board



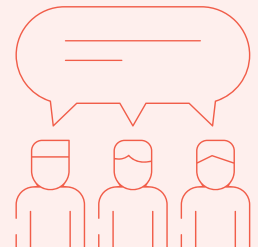
Business directory



Events

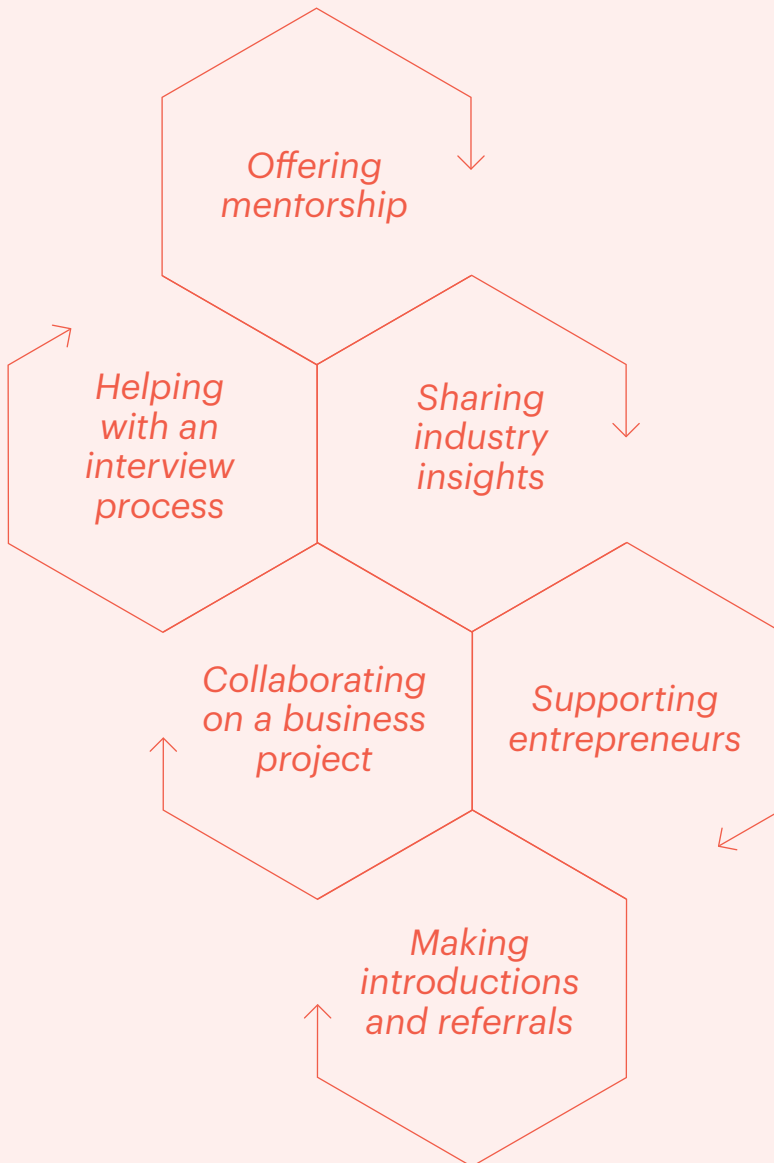


Mentoring tool



*Recordings and
digital resources*

Members of the Hub have
declared they are willing
to help by:



Professional and Social Events

—

Participating in our regional and global alumni events is a great opportunity to re-connect with your classmates and get introduced to people you should know.

—

Annual class reunions, global alumni meetings, face-to-face gatherings and online conferences are only some of the many opportunities we offer for interacting with your fellow alumni both socially and professionally. Whether you would like to relax in a friendly atmosphere at an after-work meeting or discuss current business trends, you will always find events to suit your requirements.



Contact

The alumni relations office is at your disposal to facilitate connections, answer queries or support your professional needs. Contact us at alumni@euruni.edu.

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Our classrooms are
where the world meets.

Our students come
from every corner of the
globe, brought together
by a universal language
that transcends
all borders:

Business.

Barcelona**Diagonal Campus**

Diagonal 648 bis
08017 Barcelona
Spain

Upper Sarrià Campus

Osi 7
08034 Barcelona
Spain

Ganduxer Campus:

Ganduxer 70
08021 Barcelona
Spain

T +34 93 201 81 71
info.bcn@euruni.edu

Geneva**Main Reception**

Esplanade de Pont-Rouge 2
1212 Lancy, Geneva
Switzerland

Route des Acacias 43
Bâtiment 43
1227 Geneva
Switzerland

T +41 22 779 26 71
info.gva@euruni.edu

Munich

Theresienhöhe 28
80339 Munich
Germany

T +49 89 5502 9595
info.muc@eumunich.com

Digital

T +34 93 201 81 24
info.dgtl@euruni.edu

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VALIDATING & AWARDING PARTNERS**MEMBER OF**