

# AGENDA

**6:00 pm**

**Introducing MIBE 2021: pillars, news and future perspectives**

Stefano Denicolai, Head of MIBE - University of Pavia

**6:15 pm**

**RoundTable “Architects of the future”**

*Chair: Gianluigi Ballarani*

**Part 1: Understanding the competences of tomorrow**

Valentina Bonacino, Group Marketing Manager - L'Oréal

Chiara Siciliano, Senior Program Manager, Italy Lead - Amazon

Moritz Hoffmann, Head of Marketplace & Revenue - Gorillas TBC

Birgit Hagen, MIBE Professor in Agile Marketing

**Part 2: Understanding the ‘Phygital word’ of tomorrow**

Federica Merli, Ecommerce Roadmap Manager Oakley - Luxottica

Clementina Domenech - E-commerce Key Account Manager - Shiseido

Matteo Flora, MIBE Professor in Corporate Propaganda and StoryTelling

**7:00 pm**

**Q&A Session**

with S.Denicolai and all guest speakers