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