

## Intercultural Business Management

# Acting Locally, Thinking Globally in Heineken

*Speakers:*

**Alfonso Gomez Franco**

Marketing Manager

**Laura Mazzaro**

Brand Manager

**Chiara Damilano**

Junior Brand Manager

The Heineken Company

Modalità in collegamento a distanza  
Per partecipare inviare e-mail [Maura.DiMauro@unicatt.it](mailto:Maura.DiMauro@unicatt.it)

## Webinar

Wednesday, November 25<sup>th</sup> 2020  
2.30-4.30 PM (CET)

