

19.5.2025 | ore 17.00

STRATEGIA E COMUNICAZIONE NELLE FAMILY FIRM

Saluto della Rettrice IULM,
Prof.ssa **Valentina Garavaglia**

Panel:
"Noi siamo un'azienda familiare...":
la familiness tra strategia e comunicazione

Moderatore

Pietro Mazzola
Università IULM

Guest speakers:

Lorenza Luti
Marketing and Retail Director
di Kartell S.p.A.

Elena Zambon
Presidente di Zambon S.p.A.

Gaia Marchisio
Senior Lecturer in the Discipline of
Management in the Faculty of Business
Management Division; Faculty Director
Global Family Enterprise Program
Columbia Business School

Michael McGrann
Managing Director in the BBH Center for
Family Business, Philadelphia, USA

Elanor Colleoni
Senior Lecturer IULM, Former Senior
Director of RepTrakCompany
(Reputation Institute)

