



# JESSICA PARUTTO

**eMBA20 (2017-2019)**

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**Licensee&Organizer TEDxPordenone**

[www.tedxpordenone.org](http://www.tedxpordenone.org)

[www.ted.com](http://www.ted.com)

## HELLO TO ALL OF YOU!

I'm Jessica Parutto, 42 year old and I live in Italy (Pordenone).

I'm a Global Category Manager in multinational company Electrolux, I love my job and the possibility that give to me every day to think out of the box, looking for new solution, meet several and several people in different business area.

In addition for the passion of food, wine and fashion: 100% italian style ☺, I organize TEDxPordenone event.

I decided to apply because I would like to increase the reputation and the ranking of MIB. I would like when a person reads in my CV or LinkedIn «MIB» knows the School all over the world.

I think it's important for all of us who have invested time, effort, resources and money.

## WHAT CAN I DO?

- 1) Organize Re-Union in different location (2021 Roma, 2022 Milano, 2023 Outside Italy)
- 2) Organize Re-Union, one a year, in Trieste for Barcolana and participate/collaborate in order to have advertising
- 3) Organize «MIB coffee», every month (one Saturday or one Sunday in compliance with time zone) a Coffee with a Interpreneur or Relevant People for sharing best practise with a session Q&A (streaming)
- 4) Organize «MIB TALK», one a year, where we'll invite people of our MIB Community to share with a talk your experience (streaming too)

For sure all of above activities must be support with a strong Communication by Social Media, Website, Press.