

# Shared proposal for

## MIB Alumni Association Governing Council

### 2023-2026

#### The group of candidates

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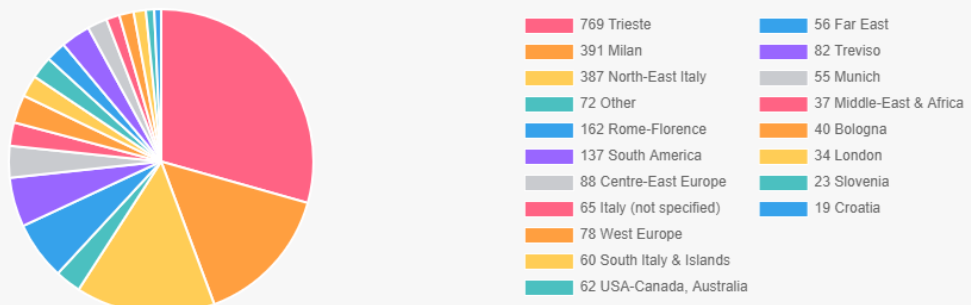
Marketing and Business Development Manager - Körber Technologies

Our aim is to leverage our diverse skills and expertise to elevate the Alumni Association into a standard of excellence, characterized by unwavering professionalism, ethical integrity, and a commitment to fostering a vibrant network.

We are dedicated to enhancing alumni engagement, building meaningful connections, and creating an environment of openness and collaboration, thereby empowering our alumni to thrive in the global business landscape.



Alumni Association: +2600 members in +20 clubs



Source - <https://mib.edu/it/alumni/associazione-alumni>

A network of +2600 diverse persons globally distributed and culturally heterogeneous, joined in an Association that we, as candidates of the governing council, aim to evolve into a trusted and vibrant community that transcends time and space.

This plan focuses on weaving a strong tapestry that connects all stakeholders —students, alumni, professors, MIB Ambassadors and the school itself—through the present, past, and future. We aim to enhance relations, provide ongoing value, and adapt our initiatives based on feedback.

## Our “Why”: exploit the full potential of the community!

In our vision, the MIB Alumni Association will be the magnetic hub for all our committed and experienced professionals. We aspire to be a place where individuals are united by their commitment to act as servant leaders, driven by courage and passion for personal and professional development.

We strive to be champions of innovation, unafraid of change, and deeply aligned with the values and ideals of our School.

## Our Manifesto is structured into three (3) strategic guidelines:

### 1. Strengthen Relations

#### *Objective*

To enhance connections among students, alumni, MIB ambassadors and professors, building a MIB spirit

#### *Actions:*

- Infuse every event hosted under the Association brand, such as reunion, networking aperitivo, with a clear sense of purpose, thereby creating a robust and compelling Value Proposition for all the activity linked to the Association.
- Start working on a special edition of the reunion for 2025 to celebrate the 20th anniversary of the association.

- Introduce digital forums for discussion, mentorship, and professional growth.
- Introduce an Alumni Job-board to support alumni placement.

## 2. Establish the MIB Alumni as a value generating organization

### *Objective*

To offer services that are currently a gap in the MIB offering compared with the competitors and that are missing for both current students and alumni

### *Actions:*

- Benchmark with other BS Alumni Association to understand actual association positioning.
- Improve the synergy with the school, supporting and extending the mentorship/coaching program.
- Extend and scout possible additional commercial partnership, agreement and affiliations.

## 3. Feedback mechanism

### *Objective*

To collect and act upon feedback from all stakeholders.

### *Action:*

- Introduce surveys and qualitative reviews at multiple touchpoints during the 3 years mandate.

## Our Goal

To increase alumni association engagement by X%. This X% will be determined based on a metric selected at the beginning of the mandate (ideas in evaluation include NPS, participation to events, etc)

Support us to fortify the connection between MIB Alumni Association and the community to provide enduring value to its stakeholders.

Through our coordinated efforts and data-driven approach, we will strategically allocate resources where they can yield the highest returns for everyone involved.