



Giovana Herold

- **Age:** 29 years old
- **Languages:** english, portuguese and italian
- **Working experiences:** enGenome, O3 Enterprises, Avon and P&G
- **Working expertise:** Marketing, Communications and Event planning.
- **Education:** Pharmacy, Marketing and Business development
- **Personal interests:** meditation, baking, books, art & historical exhibits, gym enthusiast

I believe in the **power of collaboration** and the potential for **positive change** - individually and collectively - that comes from a network of like-minded individuals. As MIB alumni, we are many and **spread worldwide**. Technology is our greatest asset to connect and be together. For this reason, the main pillar to generate the proposed initiatives is: **technology integration**.

Mentoring Program between Alumni

Mentorship acts as a bridge between knowledge and real-world experience. It involves sharing practical career insights, fostering confidence and supporting personal growth. Mentorship not only helps alumni stay connected but also promotes diverse perspectives, facilitating continuous learning among individuals at various stages of their careers.

Mental Health and Well-being Support

Create mental health resources and support services for the school, acknowledging the stress and pressure often associated with business careers. This initiative is relevant because it demonstrates a commitment to the well-being of the school's community members, promoting a healthier, more productive, and resilient alumni network.

Book Club

A book club is a great way to enjoy reading, have interesting discussions, and build a sense of community. It cultivates reading habits, encourages lifelong learning, and nurtures social bonds. Additionally, it cultivates diverse perspectives, catering to the varied interests of alumni.



Giovana Herold

- **Age:** 29 years old
- **Languages:** english, portuguese and italian
- **Working experiences:** enGenome, O3 Enterprises, Avon and P&G
- **Working expertise:** Marketing, Communications and Event planning.
- **Education:** Pharmacy, Marketing and Business development
- **Personal interests:** meditation, baking, books, art & historical exhibits, gym enthusiast

Action Plan

Mentoring Program between Alumni

The mentoring process will begin by reaching out to alumni interested in becoming mentors and then showcasing their backgrounds and career paths, sharing it with potential mentees in our alumni network. Mentees will choose a mentor who aligns with their goals and interests. The kickoff will be an online event where we'll discuss the benefits of mentorship and provide guidance on how to maximize this opportunity. Mentees will then have a mentor contact to facilitate scheduling and start their mentoring journey, ensuring flexibility and personalized support for each mentee's needs.

Mental Health and Well-being Support

We'll offer meditation training sessions (both online and in-person when feasible) along with events addressing stress management and emotional control. Additionally, we'll host sessions featuring mental health professionals, including therapists, psychiatrists, and HR leaders.

Book Club

Promote book club engagement through social media posts presenting three book options with summaries and their relevance. Alumni vote on the book to read. After two months, they share their interpretations and thoughts during the meetings, held both online and in-person when possible.