



CANDIDACY · MIB ALUMNI GOVERNING COUNCIL 2026–2029

# Margarita Shirokova

BOARD ROLE · COMMUNITY & DIGITAL INITIATIVES

Connect, convene and represent alumni through digital tools, events and content.

Selected roles: IT / Digital · Events · Communications

MBA in International Business, MIB Trieste ·  
MBA34, 2024

## NOW

Independent consultant in innovation and  
technology commercialization, based in Trieste

## COORDINATION & COMMUNICATION

Ran the member network of a 60+ organization  
cluster: 100+ general meetings, committees  
and seminars

## INTERESTS

Innovation, AI



### Leading teams & programs

Launched programs for innovators from  
zero and built the team that ran them.



### International partnerships

Cooperation with clusters abroad;  
coordinated members at 10+  
international fairs.



### Digital tools & AI

Built a platform that attracted 1,000  
projects; now developing an AI-  
powered product.



### Podcast “Talk2TheTop”

Started and co-hosted, 5 episodes  
[youtube.com/@Talk2TheTop](https://youtube.com/@Talk2TheTop)

WHY · THE STARTING POINT

# Human connection grows in value

3,100+

alumni in our network

100+

countries represented

18

alumni chapters worldwide

A strong alumni network gives people a warm reason to reach out.

Shared school, interests, places and experience make that first step natural.

**Digital tools help us find relevance; human connection creates trust.**

*MIB mission: “Make people and businesses grow”*



**Warm access.** The school gives alumni a credible, human reason to start a conversation.



**Shared experience.** People learn from alumni who already navigated a country, industry or career transition.



**Different needs.** Programs, cities and life stages need different topics, groups and formats.

# Three initiatives, one system

## From knowing the network to warm connections

Know the network. Match the right people. Bring them together. Share what they know.

### 01 Alumni matching tool

Connects alumni by city, industry, interests and what they offer or need. AI suggests groups and warm introductions.

*Starts simple: an interest survey and public profiles.*

Year 1: 1,000+ alumni in the tool



### 02 Offline events

Alumni interests and locations shape meetups and circles, run by local alumni hosts.

*Matched alumni meet around relevant topics.*

Year 1: 12+ meetups & circles



### 03 Alumni podcast

Alumni interests and questions become episodes.

*Alumni share practical experience; content draws more alumni into the network.*

Year 1: 10 alumni episodes

Interests → matches → groups & events → alumni stories → new connections

**Result: alumni get even more from a network built on warm connections and the experience already inside MIB.**