

Application to the MIB Alumni Association Governing Council 2026–2029

Milena de Lima Garcia - Origini 2025/26

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Dear MIB Alumni Association,

My name is Milena Garcia, and I had the opportunity to join the Origini Italia Program at MIB Trieste School of Management, an experience that became one of the most important turning points in my professional and personal life.

Origini gave me much more than an academic experience. It gave me the opportunity to live in Italy, challenge myself in an international environment, understand more clearly the direction I wanted to give to my career and transform an idea into something concrete. I will always be deeply grateful for the trust that MIB and Prof. Stefano Pilotto placed in me by giving me this opportunity.

During the program, I chose to develop my project within the beauty industry, a sector I had already been connected to for years and where I knew I wanted to build my long-term career. I developed a market-entry project focused on expanding an Italian professional beauty company into Brazil.

The project was selected as one of the best business plans of the program, which gave me the opportunity to present it during the final graduation ceremony at MIB Trieste. I continued working on the project after Origini, following market analysis, business development, distributor prospection and negotiations until it became a real long-term commercial agreement for the distribution of professional hair products in Brazil.

For this reason, I would be very happy to contribute to the MIB Alumni Association Governing Council and give something back to a community that has already given me so much. I believe I could contribute especially in international business development, strategic projects, events organization, communication, community engagement, financial planning and project management. I can also bring a creative perspective, especially when it comes to developing new formats for events, communication, alumni engagement and initiatives that make the community feel more dynamic, connected and relevant.

Kind regards,
Milena Garcia