



Alumni Digital Talks

Università
della
Svizzera
italiana

Alumni
Service

The role of the Brand & Merchandising Manager

19
April
2021

13.30–
14.30

Contact us:
alumni@usi.ch

Register to virtually meet
alumni working in different
parts of the world and in
different roles and sectors.

Talk by



Giovanni Rozza

Brand & Merchandising Manager
Hugo Boss, Coldrerio (CH)

USI Degree: Mmg, 2016

Introduces



Nadzeya Kalbaska

Lecturer