

# Building your customer base

4<sup>th</sup> May | Malta Life Sciences Park, San Gwann | 08:30 - 12:00 hrs

## Program

08:30	Registration
09:00	How to grow business value by perfecting the customer experience   <a href="#">Prof. Louis Naudi</a>
09:45	How can consumer insights be used as a competitive advantage?   <a href="#">Mr Benjamin Duve</a>
10:15	Networking coffee
10:45	Why are business plans crucial?   <a href="#">Ms Anita Aloisio</a>

## Speakers

### Prof. Louis Naudi



Prof. Naudi swapped academia for marketing early on in his career and in over 30 years he helped build marketing strategies for multi million euro businesses, the last one sold before returning to Malta in 2013. He won a large number of business awards and was appointed to sit on two UK government committees.

Today, he lectures part-time in Entrepreneurship at MCAST to undergraduates and is an official mentor for would be entrepreneurs. He is the Chartered Institute of Marketing's Ambassador to Malta and a committee member of Women Directors in Malta. He has spoken at several conferences, written numerous articles on entrepreneurship, marketing and gender equality in the boardroom, published in Malta. He is also a member of the Government's Skills Council and was educated at Oxford, Sheffield, Aarhus in Denmark & LSE.

### Mr Benjamin Duve



Mr Duve lives in Denmark and read for a BA and MBA in International Marketing at the University of Aarhus. He was a research manager of ECCO shoes before being headhunted by Lego.

Today, he occupies the post of Global Manager at LEGO, Product & Communication Insights, as a highly skilled market researcher. He has over 10 years' experience in market and consumer driven research. Strategic consultancy and business enabler, Benjamin supports the LEGO innovation funnel in the front-end and downstream concept and communication development processes. He facilitates ideation and iteration workshops, leading global qualitative infield research studies as well as supporting all stages from the early-stage exploratory phase to the more mature validation phase to help create the best play experiences for kids around the world.

### Ms Anita Aloisio



Nexia BT advisory partner, Anita is a corporate finance and restructuring specialist. Starting her career in auditing in a Big Four firm 20 years ago, she has, along the years, managed a number of corporate restructuring projects for both the public and private sectors. Anita possesses considerable experience in funding, finance and administration of EU projects and public procurement of a large scale organisations.

As a former director of finance for the University of Malta for three years she managed a funding portfolio of €55 million and has direct experience in the tertiary education sector. She has also had a stint in the health sector where she held the position of Financial Controller of a private hospital. For a number of years, Anita specialised in building cost models for the communications industry. Her work was instrumental in harmonising interconnection rates in Malta with those of the EU.

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to reserve your seat.

