

MIEX Alumni Newsletter n.14: #MIEXstrong



Dear MIEX Students and Alumni,

First and foremost, the MIEX Team hopes that you and your loved ones are all well and in good health and spirits during this global health crisis. This has been an exceptional year for MIEX and for everyone...on the planet! As we reflect on the past few surreal months, though difficult, we cannot help but feel also a sense of hope and gratitude for our MIEX Community. We've been in contact with many of you who have reached out and kept us updated with your situations during this pandemic. Though the world may be different right now, what isn't different is the strength of the #MIEXspirit.

This edition of the MIEX Alumni newsletter celebrates a great accomplishment in accreditation for a MIEX partner and we hold our very first MIEX Virtual Open Day! But first, let's catch up with **MIEX Alumni, Lorenzo Paccagnini, Head of Media Relations at DREAMIN Digital Marketing.**

Don't forget to keep up to date with the MIEX Community also through our [MIEX website](#) and social media. Enjoy reading!

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### **#MIEX Congratulates ICN Business School**

We are proud to celebrate and extend our congratulations to ICN Business School for achieving the **Triple Crown Accreditation**. This is quite an accomplishment - **only less than 1% of all**

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**business schools in the world have this!** The MIEX program is very proud of its longstanding relationship with ICN as a founding member and vital part of its continued success.



Watch this: <https://www.youtube.com/watch?v=2weKBwIN-4w>

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### **#MIEX Virtual Open Day 2020**

There's a first time for everything, right? Well, on June 4th MIEX held its first ever virtual open day for the 2020-2021 school year. Given the situation and Community support that MIEX received, we are happy to announce that we had a successful event. We were able to connect people from all over the world and discuss how MIEX can enrich their future professional and personal growth. Connecting people from around the globe is already part of the MIEX philosophy, so doing it in front of a screen was an easy fit. We are grateful for our panelists: Prof. Giulio Ecchia, Prof. Andrea Mantovani and Prof. Ciabuschi, as well as our alumni speakers, Halldór Jónatansson, Caterina De Bon and Rocco Petrarca who connected with us from Mexico. We hope to host an in person Open Day next year but going virtual was a unique

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experience!



### **#MIEX Alumni Story: Lorenzo Paccagnini**

Back at the beginning of the year, when life was simpler and gatherings were a dime a dozen, MIEX held one mini mixer at the famous Scuderia Future Food Living Lab in the heart of the university district in Bologna. Lorenzo Paccagnini from DREAMIN came and had a real heart to heart with our MIEX edition 18 class. We also had some other MIEXers who popped by to say hello, which was pretty great (check out the photos below). Looking back now, we appreciate these special moments of genuine gatherings between our MIEX Community now more than ever and look forward to them again hopefully soon. In the meantime, we will continue to cherish these *MIEX moments* with each passing day.

Here's what Lorenzo had to say about MIEX. Enjoy the read!



**Name: Lorenzo Paccagnini**

Nationality: Italian, currently working in France

MIEX Edition and year: 2013

2nd Year Destination: Mexico City, Mexico

Company: DREAMIN

Current Job Title: Head of Media Relations

**Tell us a bit about yourself.**

**Lorenzo:** Sure! I'm Lorenzo Paccagnini I'm Italian, originally from Bologna and I live and work in France. I'm the head of media relations at DREAMIN, a French start up in digital marketing. We are a predictive mobile marketing company that uses the unique approach of predictive analytics to help app advertisers acquire revenue generating customers. I'm also a MIEXer for life!

**How was your transition from MIEX student to being on the job market?**

**Lorenzo:** Well, my transition was pretty smooth because I started right away with a part time internship in Mexico, which allowed me a lot of flexibility. I was in Mexico so I was able to work in the morning and enjoy and explore the city in the afternoon. My lifestyle didn't really change too much. After graduation I moved back to Italy (Rome) because I wanted to work in digital and I was presented with a great opportunity. There the transition was a bit more intense because I was doing a full-time internship. I was able to land my internship at Digital Go, an Italian mid-sized company doing digital projects. I was working very long hours; this was also due to the fact that I was working with the South American market and had to adapt to working with the time difference. I took me six months to find my equilibrium, but I was then able to balance a healthy social/work life and grow my network of contacts. Digital Go is a young and dynamic company (average age of employees is 32 years old), small but highly talented team and very international environment with nine nationalities bringing their expertise to the table every day. My desire and drive to work in the digital field was stronger than my desire to stay in Mexico; I

had to prioritize the job over the location, but, I mean, Rome is an awesome city, too!

**How would you say MIEX prepared you for this transition?**

**Lorenzo:** I would definitely say MIEX prepared me quite well. The first thing I did when I arrived to Mexico was reach out to the MIEX Community here. They were a huge help, and not just on a social level but also professionally. The Community here, as I would assume it is all over the globe, is very friendly, welcoming and helpful in discovering the country and providing practical “survival” advice. But one thing that is important to stress is that, no matter how much help you can get, you are ultimately the person who has to make your own destiny and you have to do things ultimate for yourself! Until you enter the job market, you don’t realize how hard it truly is to find the job you really want! Competition is a driving factor; you can end up being 1 out of 1000 great applicants. This can be daunting because finding a job is a job itself! My approach was to start first researching companies in the industry I wanted to work in, reaching out to the HR departments of all these companies and reaching out in person, showing up to the office and putting a face to the name. You have to follow up 100 times and maybe only two will answer back. Working on the interview process is a good lesson. MIEX was really helpful in refining my networking skills and teaching me that the small things make a difference, standing out is a soft skill that I think MIEX help me with.

**What aspect of the MIEX methodology you find still using in your professional life?**

**Lorenzo:** Surely the open-mindedness and embracing internationalization and networking, these have been ingrained in me. First off, at my company we have such a diverse group of people; Lithuanian, Romanian, Indian, Italian, Moroccan, Israeli, all working together in a team of 15 people and it can prove challenging to work together with various cultures, mentality but MIEX prepared me for this and to understand the universal language of internationalization in the business world. I was always in a diverse group for MIEX projects and assignments and so this helped me prepare for the international professional environment that is so stimulating and interesting to be part of. Secondly, networking, which is a fundamental aspect of what I do, is something that MIEX really helped me work on. I am always at conferences and meeting new people and I must be present and engaging with each and every person; I need to be knowledgeable but also genuine and approachable because one day they could become a client.

**If you could change something about your time at MIEX, what would it be?**

**Lorenzo:** I do wish I had taken more trips to visit my MIEX friends at their second-year destinations, like China or Russia. Instead, I traveled extensively across Mexico, which was

great but it would have been nice to visit my friends and experience the various cultures they were living too. Other than that, I have no regrets!

**What is your favourite MIEX memory?**

**Lorenzo:** There are soo many and some I wouldn't be able to share! I will never forget my time in France and Italy, but Mexico was the most memorable, the country is magical and the LaSalle University campus is by far the best. They have a swimming pool which was great after those days of classes and studying...

**Topics that interest you/you can help with:**

digital marketing



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*In every issue we bring you successful and inspirational stories from past Alumni.  
If you would like to recommend the stories of yourself or some of your classmates, just send us an email  
to [info.miexaa@gmail.com](mailto:info.miexaa@gmail.com).*



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