

# Virtual Teams & Engagement for Customer Centricity

APRIL  
**30**  
Thursday

S1•E03 ⌚ 60 min  
9 am EDT | **15:00** CEST | 21:00 CST  
live on InnovationRoundtable online



**PRESENTATION & LIVE Q&A**



**ONLINE GROUP DISCUSSIONS**



**Alexandre de Souza Carvalho**

Global Director,  
Product Marketing Leader



Alexandre is responsible for product marketing, digital and strategy, development of market-driven innovation approaches and supporting customers to grow their businesses. He graduated in Pharmaceutical Sciences and Biochemistry from the University of São Paulo, post-graduated in Business Administration from Getulio Vargas São Paulo, and has worked in different companies in the last 20 years such as Tetra Pak, Philip Morris, Mondelez, Symrise mainly in Marketing and Innovation in different countries such as Brazil, Germany, Belgium, Italy, Colombia and Panama. He is currently based in Milan.



**PRESENTATION & LIVE Q&A**

## Organizing for Customer Centricity in an Increasingly Digital World

In this session, Alexandre will talk about:

- Working with **virtual teams** to develop customer-centric value propositions and other existing opportunities normally done in face-to-face settings
- Mapping and identifying growth opportunity areas by running **virtual workshops**
- Utilizing a **gamified e-learning platform** to keep sales teams trained and engaged



**ONLINE GROUP DISCUSSIONS**

Engage in a **virtual-roundtable discussion** with other corporate innovation professionals and share experiences, challenges and insights



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