



## Key Speaker: *Guido Cuccadu*

**Short CV:** EMBA experienced marketer with 17+ years, offering skilful support and problem solving approach. Adept in client-facing roles and technology solutions, Passionate about innovation and dedicated to defining company direction, my multifaceted approach ensures comprehensive service and support for our clients. LSS Green belt certified.

**Main research and industrial topics:** cofounder of a start up on used and reman automotive spare parts, focusing on digitalization and possible alternative GTM in the spare part domain.

