

EXPERIENCE HULT

GLOBAL PREVIEW

Experience Hult in Munich

A Master Class on Social Media for Business: It is not just about Facebook and Twitter
Featuring Professor Ronan Gruenbaum

Become a Global Leader

Hult International Business School is a top-ranked business school with campuses and a global rotation program in Boston, San Francisco, London, Dubai, and Shanghai. Hult's unique and practical methodology provides students with the tools and experience they need to become global leaders in international business. Graduates from Hult are now professionals in multinationals including McKinsey & Co, HSBC, Proctor & Gamble, Johnson & Johnson, General Electric, and Verizon. Hult's top-rankings include the following:

- Ranked 1st in International Experience and 3rd in International Business (Financial Times)
- Ranked 1st in Post-Graduation Salary Increase, Top 20 Business School in the USA, Top 30 Business School in the world (The Economist)

Event Details

Date: Friday, February 17th, 2012
Time: 7pm
Where: Holiday Inn Munich City Center
Hochstrasse 3
81669 Munich, Germany

About Professor Ronan Gruenbaum

BSc. (Hons), GDIP Law, MBA

Professor Gruenbaum is an Associate Professor at Hult International Business School teaching marketing and technology on the Masters, MBA and Executive MBA programmes. Professor Gruenbaum joined Hult from Ashridge Business School where he designed, developed and delivered its digital strategy for online communications, digital marketing, social media, communities and the user-experience for online learning.

Event Agenda

19:00-19:15	Introduction to Hult
19:15-20:15	Master Class
20:15-21:00	Q&A
21:00-22:00	Networking reception with staff, alumni and Professor Gruenbaum

Professor Gruenbaum has presented at international conferences for the AACSB, EFMD, CEEMAN and ABS and the Future of Learning Conference in 2009. He has written articles and a book chapter on how new technology is changing education and was a member of the EFMD External Relations Meeting Steering Committee.

Before joining Ashridge, Professor Gruenbaum lived in Barcelona for twelve years, spending five years as the Director of E-Commerce and Content for the first music e-commerce website in Spain with responsibility for marketing and technology strategies, building the start-up to have the largest offering in Europe, sites for six language areas and five different brands including B2B and B2C offerings.

To RSVP, please send an email to **Katja Gomer** at katja.gomer@hult.edu or call +44-207-3418685.

Rankings and Accreditation

Hult International Business School is ranked in the top 20 business schools in the U.S. and top 30 in the world by *The Economist*.



Hult International Business School is ranked in the top 100 business schools (up 33 places from 2010) by the *Financial Times*.



Global MBA
Ranking 2011

Hult International Business School's worldwide operations are accredited by the New England Association of Schools and Colleges (NEASC) and the Association of Schools and Colleges (ASC).



Hult International Business School's MBA program is accredited by the Association of MBAs (AMBA).



Hult International Business School is recognized as efficient by the British Accreditation Council of Independent Further and Higher Education.

