

A CIMBA Spotlight with Luigi Negri, MBA Class of 2001

- *Luigi, tell us more about you, about your current and past jobs.*



My name is Luigi Negri, I'm from Italy and I graduated at CIMBA in 2001.

I lead an international consulting firm called Thinken which specializes in the Life Science industry.

Previously I've covered several executive positions in the medical device and biopharmaceutical industry such as Vice President Northern Europe at CRBard, VP & General Manager for Emerging Markets in Latin America and General Manager for Poland & Russia at Baxter International.

- *Reminiscences of your CIMBA experience. What are some of the things that changed your way of thinking ...?*

I always recall the special people I've met at CIMBA, they are the one who changed my way of thinking by showing me how passion can be translated in the large amount of intellectual and emotional energies needed to actually change our future. Most of them are still my friends and I still meet them regularly around the world.

- *What was your favorite moment in the MBA/CIMBA Program? Favorite class?*

During my CIMBA MBA I've experienced a lot of special moments and, surprisingly, they were all very "normal", "everyday" moments, like when I was meeting with my fellow classmates after a long day of work and study. Because of the professionalism and passion that governed all CIMBA's teaching approach I really enjoyed all classes, all topics even the ones that I used to consider my "enemies" in my previous academic experiences. Moreover, at CIMBA I literally felt in love with topics like Marketing and Statistics which were definitely my favorite classes.

- *What was the impact of the program on your life/career?*

I do not know exactly which learning or personal mechanisms have transformed my CIMBA's experience into the massive career and life changes that I have experienced: I know for sure that during and after my CIMBA MBA studies my career opportunities have multiplied exponentially and that, with the CIMBA experience, I felt in my best personal shape to take full advantage of them.

- *Looking back at your professional career, is there something you regret?*

I sometime wish that in those years, despite my enthusiasm, I would have better balanced my



personal and work life allowing me to more profoundly enjoy and feel my personal satisfactions for those achievements.

➤ *What advice would you give to a current or perspective students?*

I'm sure that current CIMBA students understand perfectly my words and where they come from. To those who are approaching the CIMBA experience I can suggest to be prepared to give 150% of their intellectual and emotional energies because that's the best way to increase the return on their personal investment and to allow others to enrich their life as we all did at CIMBA.

➤ *Can you share a dream/future goal?*

My future dream and goals haven't changed much since my CIMBA times: I still dream of a never-ending learning life and I still dream of becoming very good in communicating and sharing my knowledge with others.

➤ *What is your favorite movie/favorite book?*

One of my favorite movies is "The Pursuit of Happiness", a real-life tale that shows how dreams become good reference points for those who are willing to work hard on them. One of my favorite books is "The Learning Paradox" by Jim Harri.

➤ *What inspires you the most?*

I'm inspired by talented professionals who, while keeping a low and humble profile, keep devoting a large amount of energy in learning, building and improving things. Individuals who keep sharpening their ability to observe reality with the same hunger they had in third grade. I'm thus inspired by people who still feel genuinely ignorant after decades of studies and independently by professional or academic achievements. These are the race of individual who can most contribute to improve our world.

➤ *Is there something else you would like to add?*

Yes, I'm very thankful and happy that CIMBA has accepted me as a marketing professor allowing me to maintain actual working relationships with the organization and the people who contributed to change my life. I thus hope I can contribute to change other people lives.