A CIMBA SPOTLIGHT WITH ANDREA PERUCH, CIMBA MBA CLASS OF 2008

How was your experience at the CIMBA Campus?

It was TOTALIZING. I chose the FULL-TIME curriculum, and it was the right choice for me because I was able to pause everything else, focus on this experience, and fully appreciate it.

I still remember professors Shaftel and Ringleb, and the contribution of my classmates, who eventually became my friends. We shared something that goes beyond the educational aspect, which is the experience in its entirety. It was a stimulating journey that brought great satisfaction. In the last month, when we moved to the Lawrence campus, we already had the finish line within sight. I have very good memories of that last chapter of what was an exciting story, a great year.

What happened after graduation?

I understood that, after having undergone such a motivating year while being in contact with people from all over the world, I wanted to strengthen my *international vision* and put in practice the knowledge I had acquired during the program, with a job that could give me an outlet in the international market. Therefore, I chose a profession that would take me abroad and continue to exchange what at the time was my training baggage with a foreign counterpart. I had the opportunity to work for 4-5 years in the field of sales in contact with customers from Eu, the Middle East, ACEA Pacific. That was what I wanted: *to continue confronting myself in a multicultural environment*. I was lucky enough to find a company that gave me this opportunity.

Can you describe the projects you have carried out? How did things come about?

Then, I changed company. I started my journey in the current one and I was able to establish a new challenge: to prepare myself here in Italy to manage a plant of 400 people in China.

It was an immensely stimulating experience in a highly dynamic and fast-growing business context. I had the opportunity to bring my partner along and *I was able to have a family in China* as a result. The past 3 years have been particularly intense. There was also the pandemic in between; in fact, I tend to say that the last year counted for 2. It was certainly a major achievement, because it gave me the opportunity to face a new type of difficulty. I must say that with this experience, I have acquired a greater maturity and awareness.

Today I am back in Italy and hold a corporate role in the same company.

Can you give advice to those who aspire to undertake a path like yours?

I am not a person who can give advice, because I am often wrong. But the elements that were born to play a fundamental role in my path were **curiosity and the ability to listen to the people** we consider most stimulating and interesting. Curiosity and listening are the keys to our improvement and general growth.

It was thanks to these traits that I was introduced to CIMBA: I was in Canada and a person who had attended the program many years earlier had told me about it and spoke of it with great regard. I was

impressed, and after a year, I decided to enroll almost instinctively. At first, it was curiosity from the tales of this person, after that, I sought information and then I jumped into the opportunity.

The act of always remaining attentive to what happens, to the experience of others helps enrich oneself; and therefore, to be able to create one's own space and scope. *Don't be afraid to get involved because life is made up of challenges and they must be taken.*

Please, complete this sentence: CIMBA allowed me to ...

Meet great people. I always put people first, in addition to content. CIMBA has allowed me to broaden my basic knowledge, solidified my experience more effectively, and has also completed it at the level of soft skills.

In fact, another characteristic that I remember is that CIMBA pays a significant amount of attention not only to notions but to soft skills as well. I still remember the coaching sessions with Dr. Fisher. It truly is an accomplished journey, which enriches oneself. *It has allowed me to grow as a person from all points of view.*

If you look at your career, what are you proud of?

I have never compromised **my values**.

I remember that at CIMBA we often discussed our FUNDAMENTAL BELIEFS and I can say that I have always acted in the interest of the company. I worked on behalf of the general interest, expanding the context, and this has deliberately involved my own interests, my growth, and in my opinion, the realization that these two aspects flowed parallel to one other. Not having to compromise and upset my values is what makes me most proud. I've always said what I thought, I've always done what I thought was right, and I've never been asked to do anything different: this has coincided with both personal and business growth. I've intended to leave my mark where I have passed, segmenting good relations with all the people I have connected with. Nothing special, it's just that I have always behaved according to my values, which have enriched both the work environment and the company.

What are your short-term and long-term dreams/goals?

In the short term, I've made the commitment to *find a new balance between work and my personal life*, a better footing than what I'm currently living. I realized that I sacrificed my family to an ample extent, especially last year as the pandemic kept me separated from them. The new position of **General Manager** requires a significant amount of commitment and I would like to over time, be able to find a new equilibrium between the two facets because as CIMBA taught us, **"It's about Equilibrium"**. Work is not everything, there is also life and the relational aspects with relatives and friends. So, this is a goal that I have set myself to reach rather soon.

Is there a keyword/value/teaching learned during the CIMBA experience that you apply daily in your profession?

CIMBA helped me break out of common patterns in order to find solutions to everyday problems. I reflect on disrupting the convergent and common mental patterns. In English, we say **"BREAK UP WITH NORMAL"**, break with normality, and, if possible, start thinking in a divergent way. I strive every day to

engage with this mentality when I am faced with adversity that seems to be insurmountable. In doing so, I tend not to try, but to act. As CIMBA taught us: **WE DON'T TRY, WE DO IT**. The attempt was forbidden; it had to be done and it had to be done with conviction.

That being said, I believe another lesson is to have a positive attitude and always look towards the future, rather than the past, because the change we aspire is only possible if we face the future and what is yet to happen.