



# Alumni Reconnect

**AI advantage:  
Revolutionising Brand  
Strategy for Tomorrow's market place**

**Friday, 12 April 2024**

Leontos Sofou, Room 8.3

10:45 – 12:15

Lecture

12:30 – 14:00

Live Demo

**Yianni Touliatos, MBA**

Regional Technology Director  
@ Microsoft

with expertise in Cloud Computing and Azure Solutions



**Audience:** Students of the Pan-European Executive MBA Programme  
taking the Strategic Brand Management Module (specialisation track)

**Module Leader:** Dr. Ana Cruz

