



NEW ECONOMIC AND BUSINESS MODELS POST COVID19

VIRTUAL WORKSHOP | 27 MARCH 2020

#CREATINGPOSTCOVID19WORLD



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Virtual Workshop 27 March 2020

WORKSHOP SCHEDULE

Welcome and introduction to the session by moderator, **12:00 AM - 12:05**
Antonio Carlos Ruiz Soria, Economia Creativa

Key note Addresses: **12:05 AM - 12:15**

- **Angels Solans, Managing Director, Unilever Food Solutions Spain / Coronavirus impact in HORECA**
 - **Jessica Shull, Europe Lead / Digital Therapeutics Alliance / Coronavirus and Digital Therapeutics**
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Brainstorming session: Outlining new economic and **12:15 AM - 12:25**
business models in the Post-COVID19 World -
Facilitated by moderator.

Wrap up and final remarks. **12:25 AM - 12:30**

Digital Speaking / Social Media Disemmination by
Justyna Molendowska-Ruiz, Economia Creativa





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SPEAKERS BIO



Antonio Carlos Ruiz Soria, Director Economía Creativa / Moderator. Antonio Carlos is a leading international expert in creativity for sustainable leadership for value generating growth for both private and public sector.



Angels Solans, Managing Director Unilever Food Solutions / Key note Speaker. Angels has of 23 years of experience in Food & drug FMCG multinational companies. Experience as Marketing Director, Sales Director & Dirección General Management .



Jessica Shull, European Lead, Digital Therapeutics Alliance / Key note Speaker. Jessica is European Lead for the Digital Therapeutics Alliance, and has worked in Digital Health since 2002.



Justyna Molendowska-Ruiz, Communication Leader, Economía Creativa / Digital Speaking. Justyna is Economía Creativa's communication Leader and expert in social media and storytelling.

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