

Vortrag

Mag. Bettina McDermott

International Marketing & Sales Director, MAM Babyartikel GmbH

Datum: Mittwoch, 21. November 2018

Zeit: 15:00-17:00 Uhr

Ort: WU Campus, Welthandelsplatz 1, 1020 Wien, im Raum [TC.3.03](#)

Because you are unique: Hidden champions and their unique competitive advantage



[MAM](#). Because you are **unique**.

Parents are demanding. At MAM, we are too. That's why, for over 40 years, we've been developing baby products that are **unique** in design and function and selling them all over the world. Our products are the result of intensive teamwork between international experts from medicine, research and technology. This enables MAM products to support the individual development of each child and make everyday life easier for babies and parents. Every MAM innovation follows this principle. So parents can feel confident. And babies feel good.

Mag. Bettina McDermott, in her function as „Director of International Sales and Business Operations“ at MAM Babyartikel GmbH, is responsible for successful implementation of the international Marketing – and Business-Strategy of the globally acting Hidden Champion, based in Austria and Switzerland.

We are delighted to welcome Bettina McDermott as our ExInt Cercle speaker, which will take place on the 21st of November 2018 at 3 p.m. at WU Wien (TC.3.03).

As an accomplished international expert in marketing and sales, she is going to talk about the searching, finding and securing of the right positioning (company in general and brand in particular) – so called **unique** sales proposition, as well as about the unchangeable genetic code of the brand, but also how to most efficient use the brand strength and of course about the international environment challenges of operational plan execution.

Last but not least, examples from daily business in a multinational company will additionally highlight the ongoing challenge of decisions for or against standardization or adaptation of MAM products and brands worldwide.