

Vortrag

Mag. Bettina McDermott

Director of International Sales and Business Operations, MAM Babyartikel GmbH

Datum: Dienstag, 03. Dezember 2019

Zeit: 15:00-16:30 Uhr

Ort: WU Campus, Welthandelsplatz 1, 1020 Wien, im Raum [TC.5.03](#)

“You don’t have to be German to be a hidden Champion” (Hermann Simon)ⁱ



[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, headquartered in Austria.

We are delighted to welcome Bettina McDermott as our ExInt Cercle speaker, which will take place on the

As an accomplished international expert in marketing and sales, she is going to talk about the challenges “hidden champions” face in today’s demanding and increasingly transparent world of Fast Moving Consumer Goods (FMCG). MAM’s answer to growing consumer expectations, the trade channels’ need for competitive pricing, legal and regulatory complexity and the fast paced e-commerce world lies in the unchangeable genetic code of the brand, the most efficient use of our brand strength and our international work force and a relentless commitment to innovation and safety.

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.

ⁱ Simon, Hermann: „You don’t Have to be German to be a Hidden Champion“, London Business School Review, Volume 30, Issue 1 2019, p. 1-13. First published June 1996