



Global Brands in Local Markets

Angelina Dellara - Working Products #8 - June 2023



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Let's share some learnings!



01

Let's start

02

The Global POV

03

The Local POV

04

**Let's meet in the
middle**

05

Speakers' corner

Let's start!



Ca. 70 countries. 4 Continents.



A mission to deliver anything



Local brands united behind a shared mission





The Global POV



What does it mean to be global?



How do regional / global teams work?



What expectations do they have?

The Local POV



What does it mean to be local?



How do local teams work?



What expectations do they have?





Let's meet in the middle.



How can we stay global and local?



It's not only Adaptation. It's also Adoption.

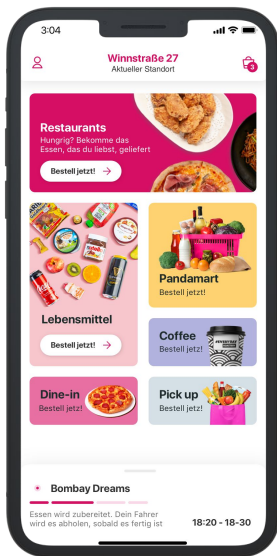


Let's see Examples

Let's see Examples



product



marketing



verticals



In the end.. It's a team effort.



01. Listen

02. Plan and prioritise

03. Build a diverse team



04. Speak up

05. Engage and empower

06. Stay agile

Thank you!

Let's meet at the
Speaker's corner.

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