

# Guest Lecture

## Sustainable Growth through an Optimized Customer Collaboration on Marketing Level

**Barilla**  
The Italian Food Company. Since 1877.



**Alisa Küsters**  
Marketing Manager Strategic Customers

**Thursday, July 11, 2019 at 10:00 am**  
**in seminar room 410, 4th floor, WiSo building**  
**(As part of our lecture Service and Media Management)**

