

THE CITY THAT SHAPES THE FUTURE

# HULT'S SPOTLIGHT

OCTOBER 2025 EDITION

# BOSTON



# INTERNSHIPS SPOTLIGHT



MIA PEÑA

*As a Finance Intern at Netslyce Co., she manages key financial processes, including supplier payments, budget administration, and payroll. She also assists in preparing financial reports, conducting cost analyses, and monitoring accounting transactions with accuracy and confidentiality. This role has strengthened her analytical skills, attention to detail, and professionalism in a dynamic business environment*



DANIELLA UBIERRA

*As a Marketing & Social Media Intern at Central Square Theater, she analyzed sales and marketing data to identify audience trends, managed a KPI-driven content calendar, and enhanced community presence through partnerships and events. She also modernized outreach by targeting Gen Z audiences, adding shows to local platforms, and launching the theater's first influencer marketing campaign.*



# BUSINESS CHALLENGES

## Business Challenge Class

Currently, in the Business Strategy class, we're constructing a **comprehensive strategy** to allow Far n' Out Ice Cream to expand from their current three stores in the United States. By **analyzing** market trends, customer preferences, and potential growth **opportunities**, our team aims to design a roadmap for sustainable expansion. Through **innovative** marketing campaigns and well-structured strategic approaches, we seek to **enhance** their brand visibility, **strengthen** customer loyalty, and introduce their distinctive ice cream to even more American communities.



FAR N'OUT  
ICE CREAM



TRIDENT  
ENVIRONMENTAL GROUP

## Business Challenge Class

In this Business Challenge class, students are creating **operations and marketing** recommendations to help Trident Environmental Group strengthen its presence and **raise awareness** of its services. By **researching** industry trends, customer **engagement strategies**, and digital tools, the team aims to **provide** actionable insights for growth. we are also evaluating whether Trident should adopt a new CRM platform or enhance its current system with AI to **improve** efficiency, communication, and customer experience.

# EVENTS OF THE MONTH

## Clubs Fair 2025



### Look for Clubs and Join Them!

The Clubs Fair brought together Hult students eager to explore new passions and join our vibrant community. From sports and cultural clubs to business and creative groups, students connected with club leaders, signed up for upcoming events, and discovered new ways to get involved on campus. The energy and enthusiasm made it clear — Hult’s student life is thriving!

## African Business Club Kick-Off

A celebration of community, culture, and excellence!

This event sets the tone for a year of growth, collaboration, and measurable impact. We come together in shared purpose with our students, alumni, faculty, friends, allies, and partners, to reflect on HABC and propel one another toward the possibilities ahead.

## African Business Club



## Hult Investment Group



### HIG Kick-Off Event

The Kick-Off Event officially marked the start of the academic year, introducing the club, its upcoming events, and two major initiatives: the Portfolio Competition, where students will apply real investment strategies, and the Finance Career Accelerator, a program designed to guide students in their journey toward careers in finance.

# HULT SPOTLIGHT

STUDENT



**HIDAYA ALISHO**

Hidayah Alisho, is a sophomore at Hult International Business School pursuing a double major in Business Analytics and Finance. She serves as the President of NABA Hult, where she promotes community, leadership, and professional growth among students. Hidayah values Hult's diverse and inclusive environment, finding inspiration in learning from people with different perspectives, cultures, and experiences from around the world.



PROFESSOR

Professor Anusha Vissapragada serves as Faculty Lead for Business Analytics and Computer Science at Hult International Business School. A former Barclays professional, she is known for her innovative, AI-driven teaching and leadership in creating Hult's first STEM-designated analytics pathway. Her work explores how AI and human intelligence can enhance learning and inspire creativity through data.



**ANUSHA VISSAPRAGADA**



ALUMNI



**MARIA ALONZO**

María Alonzo, a 2025 BBA graduate in Marketing, is a Category Management Contractor at Inspire Brands, supporting Baskin-Robbins. She combines creativity and analytical thinking to drive product strategy, category analysis, and trend research for one of the most iconic food brands. María sees this role as a key step toward her goal of opening her own restaurant. She credits Hult for shaping her adaptability, global perspective, and strategic mindset.



# HULT IN ACTION



Clubs Fair 2025



Boston AI Week 2025



Hult Conference 2025



Hult Conference 2025



Nexus / Mexican Association Event



Diwali Celebration

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# BOOTON



TALK TO A STUDENT



REQUEST CAMPUS TOUR