

DARE MIGHTY THINGS

HULT'S SPOTLIGHT

LONDON

DECEMBER 2025



Internships Spotlight



Maria Victoria Bisetto

Marketing Intern



At Lemonaid & ChariTea in London, Maria contributed to brand partnerships, event coordination, and sales and email marketing efforts, putting her academic knowledge directly into practice.

Working with a mission-driven company allowed her to combine creative marketing with social impact, while strengthening her skills in communication, project planning, and cross-functional collaboration.

The internship gave her a clearer understanding of how meaningful brands grow and connect with their audiences.



Sonia Vasnani

Summer Intern



At Procure4, Sonia supported Associates across client-facing projects, taking on a flexible mix of responsibilities and adjusting to business needs as they evolved. Her role gave her early exposure to consulting workflows and real operational challenges. She also completed an Insight Week at Bloomberg, where she deepened her understanding of finance and media, practiced data analysis, and delivered a mock client pitch using Bloomberg Terminal data.

Together, these experiences strengthened her analytical abilities, communication skills, and overall confidence in navigating fast-paced business environments.

Business Challenges

Brand Management

In this Brand Management challenge, students are working with LEGO to refresh and grow its long-running NINJAGO line, especially for older kids and fans. The brief asks them to build on themes like mastery, teamwork, and empowerment to keep the ninja world exciting and relevant. ...making it appealing for Gen Z.



LEGO:NINJAGO



CANCER RESEARCH UK

Project Management

Along with the renowned Cancer research charity, groups of 6 students must develop intricate projects to raise funds for the charity.

By combining sales, strategy and logistical skills as well as partnering with local businesses, students must engage audiences and provide successful projects.



CANCER
RESEARCH
UK

Events of the Month

HULT BANKING SOCIETY



Shell Company Visit



A company visit organized by the Hult Banking Society to Shell recently took place with a lot of success. Participants got first-hand information on the activities of this international energy company. The best opportunity came in a specific event dedicated to early career opportunities at Shell with an overview of their Assessed Internship Programme and Apprenticeship Programme. Students acquired precious tips on how to apply and accelerate their professional access to a large-scale corporate setting. The participants were inspired, confident, and ready to make the next professional step.



Dia De Los Muertos

The Hult Latam Society organized a cultural immersion event in Dia de Muertos. It was a festival of traditional fashions, such as a gorgeous ofrenda (alter) and a tasty Mexican food. The crowning event was a spectacular live Mariachi band that made the event fill with traditional music. Students learned the rich cultural lessons and departed the event motivational and enlightened by the strong Latin American culture of memory.

BOARD GAME SOCIETY



Playing Your Mind

The Hult Women in Business society organized a special professional event together with Hult Students Association. The theme, "Playing Your Mind", was dedicated to the conversion of the neurological sparks into the actionable strategy. People delved into the turning points of change that changed the point of view and challenged them to describe: What was your synapse? When did you change your attitude? What did it do to your movement in the world? Students received insightful information on how to overcome the mindset to understand the opportunities and accelerate their career.

HULT WOMEN IN BUSINESS



Hult Spotlight

STUDENT



MIRANDA BIOD

Miranda Biord is a second-year student pursuing a Bachelor in Business Administration, majoring in Marketing with a minor in Finance. Born and raised in San José, Costa Rica, she values Hult's locations, diverse community, and practical, real-world learning environment. As Head of Marketing for the Social Impact Club, she leads communications for student impact initiatives. Miranda also played football in high school, which strengthened her teamwork and collaboration skills.

ALUMNI



DUAN GARCIA

2025 BBA graduate in Finance, Duan Garcia Bueno is an entrepreneur in the refined world of made-to-measure tailoring and contemporary luxury. As a Style Advisor in exclusive suit boutiques, he currently pursues his Master's in Luxury Brand Management while consulting for companies in the high-end sector to drive growth and consumer engagement. He served as President of the HSA, and credits Hult for shaping his teamwork, adaptability, communication, and global connections, skills and insights that continue to empower his journey in the luxury industry.

PROFESSOR



REA PROUSKA

Professor Rea Prouska specializes in Human Resource Management. Her research endeavours focus on promoting enhanced work relationships, employee voice, participation, and representation, and improving working life and conditions. Rea is widely published, contributes to major UK organizations, and serves on editorial boards and peer review colleges for UKRI and the British Academy of Management. Her influence has been recognized by HR Magazine, which named her among the 'HR Most Influential' in 2023 and 2024.

Hult in Action



Global Village



Men's Mental Health Panel



Día de los Muertos



Business of Sports Panel



Volleyball: Hult vs SOAS



Shell Company Visit



TALK TO A STUDENT



REQUEST A CAMPUS TOUR