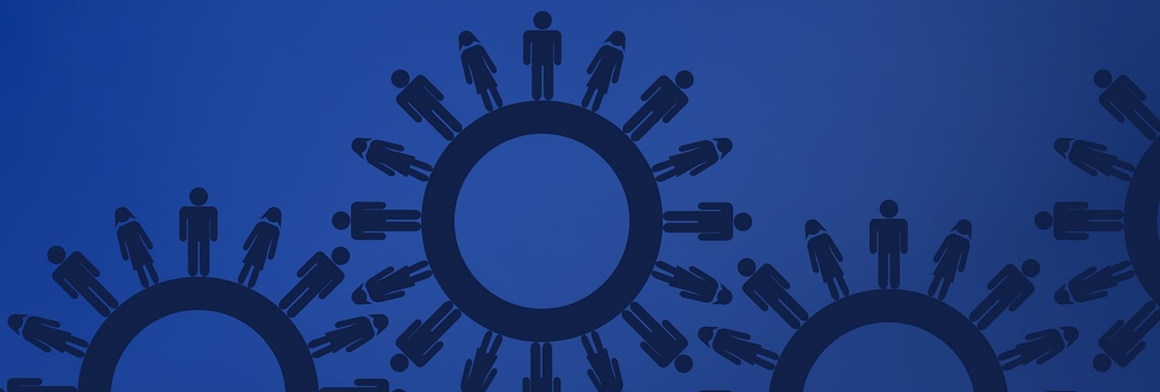


## Guest Lecture

# Building Brands from the Inside Out: How HRM cements a high-performing brand... to last! The CASE of Embryolab IVF



**Thursday, 4 May 2023**

18:00 – 20:00 | Auditorium

### Guest Speaker

**Dr Dimitrios Nikolaidis**

CEO at Embryolab Fertility Clinic



In the context of the **Human Resource Policies & Practices** module  
Module Leader: **Dr Giovanni Serafini**  
Addressed to PG Students & Level 3 UG Students