



## Paich, Milo

Visiting Professor

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### EDUCATION

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Heriot-Watt University (MBA)  
Point Park University (BA)

### BIOGRAPHY

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In his early career Milo Paich held positions in marketing from manager to senior VP.

Since 1993 he has worked as a management consultant.

His consultancy GlobeThink® is a blend of strategy, branding, innovation and CX.

In this work he facilitates strategic planning with executive teams and custom-designs learning experiences to support strategy execution, operational improvements, transformative change and leadership development.

Example projects include company-wide engagement to launch a new identity, story-sharing to reactivate a brand's values, and rapid-prototyping a new strategic initiative.

Starting in 2003 he has delivered Strategic Brand Management modules in the Aalto EMBA program.

### CURRENT COURSES

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Strategic Brand Management