



Alumnus of the Week

Name: Bianca Ferreira

Year of Completion: 2015

Programme of Study: Business Joint Honours Event Management and Tourism

Job Title: Account Executive

Employer: Bluehat Group

What you liked about Hertfordshire Business School?

I was actively involved in anything and everything I could. The Business School gave me the opportunity to meet people from all around the world and work with them on various occasions, whether this be through particular modules, career fairs or even the study abroad fair. I consider the Business School to be a community within the greater UH community. It was always a great feeling walking to lectures and seeing familiar faces. As a Business Joint Honours student I often felt I didn't belong to a fixed group and always had different lectures to those of my course mates. At the time, I saw this as a disadvantage but now, I consider it to have been an amazing opportunity to learn about and meet new people.

What you do in your job?

Currently I am an Account Executive at the Bluehat Group. I am responsible for assisting clients in developing exciting and creative team building events which will allow their teams to improve their communication, team work, problem-solving or even helping them understand their customers better. It is my responsibility to ensure the right event is chosen to help them achieve their objectives. Often the learning is not explicit yet throughout the activity delegates begin to understand their strengths and weaknesses, understanding each other better as a team and how what they have learnt can be used on a day to day basis in their own individual roles.

Whom you would like to connect with in the Alumni Network?


I believe staying connected is vital and it is important to connect with those who you may have never thought of. Often those are the people who have the most interesting and inspiring experiences. I personally you like to connect with all those who consider their journey to be an adventurous one. I love hearing how they have progressed since their time at HBS.

Contact Details

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 Hertfordshire Business School Alumni Network

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Please email hbsalumni@herts.ac.uk if you have any candidate(s) for Alumnus of the week

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