Erasmus Placement at Heineken

Dirk Lubbers | Myriam Marouli
Myriam Marouli

Born and raised in Heraklion, Greece. Student in the Department of Product & Systems Design Engineering in the University of the Aegean. Interested in information design, exhibition design, communication design, branding, art, human computer interaction.

Contact info
myriam.marouli@heineken.com
HEINEKEN | The Beginning
Dirk Lubbers
10 years at Heineken
Event Services
Heineken Experience
The world’s most international brewer

- No 1 in Europe and No 3 in the world
- Operations in 71 countries globally

Brewing great beers, building great brands

Committed to surprising and exciting consumers everywhere

Long and proud history and heritage
HEINEKEN | Truly Global Presence

>140 breweries in 71 countries

70,000 employees

Group Beer Volume in 2011: 214 million hl
HEINEKEN | Our Values

The Enjoyment
we bring enjoyment to life

Respect
for individuals, society and the planet

Passion
for quality
Priority | Drive Personal Leadership

71 operating companies

70,000 employees

One HEINEKEN culture driven by

- Diversity
- Capability
- Pride
HEINEKEN | Heineken Experience

- Building
- Visitors
- Employees
HEINEKEN | Internship Procedure

- Internship position announcement
- Interviews through HR
- Selection

- Myriam’s case was an exception
- Very good portfolio
- Match with the projects
- Timing
HEINEKEN | Projects | Design Your Own

Bitmove
Expert in playful messages

+ 1 placement
HEINEKEN | Projects | Food In The Tour

anne frank
HEINEKEN | Projects

- Timing
- Hard work
- Fitting in the team
- Luck
- Having the opportunity
Positive influence

Knowledge/skills

International outlook (Erasmus)

Increase diversity

Open to Universities

Test potential to hire

Innovations/new techniques