



**EgonZehnder**



We are pleased to invite you

to a

## **Rising Talents Networking Cocktail**

**on 11 November 2013**

**in New York**

**as of 6:30pm**

**with Special Guest:  
Moira Cullen, PepsiCo design leader**

*Moira Cullen is responsible for developing design strategy and systems across the beverage portfolio and leading new growth initiatives within PepsiCo. Prior to joining PepsiCo, Moira held several senior leadership positions with The Hershey Company, Coca-Cola, Hallmark Cards, Otis College of Art and Design, international design consultancy Pentagram; and leading Japanese fashion retailer Taka-Q. She was a past president of The Professional Association for Design AIGA's Center for Brand Experience, president of AIGA's Los Angeles and Kansas City chapters, served as a director on AIGA's national board; and was named an AIGA Fellow. Moira Cullen was a speaker at the last 2013 Women's Forum Global Meeting.*

**Agenda:**

**6:30pm: Pre-cocktail drink**

**7pm: Discussion with Moira Cullen**

**7:45pm: Dinner cocktail**

**Location:**

**At Laetitia Garriott de Cayeux's place (2010 Rising Talent)  
121 E 36th Street  
New-York, NY 10016  
(between Park avenue and Lexington avenue)**

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**Please confirm your attendance before 30 October.**

RSVP

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