



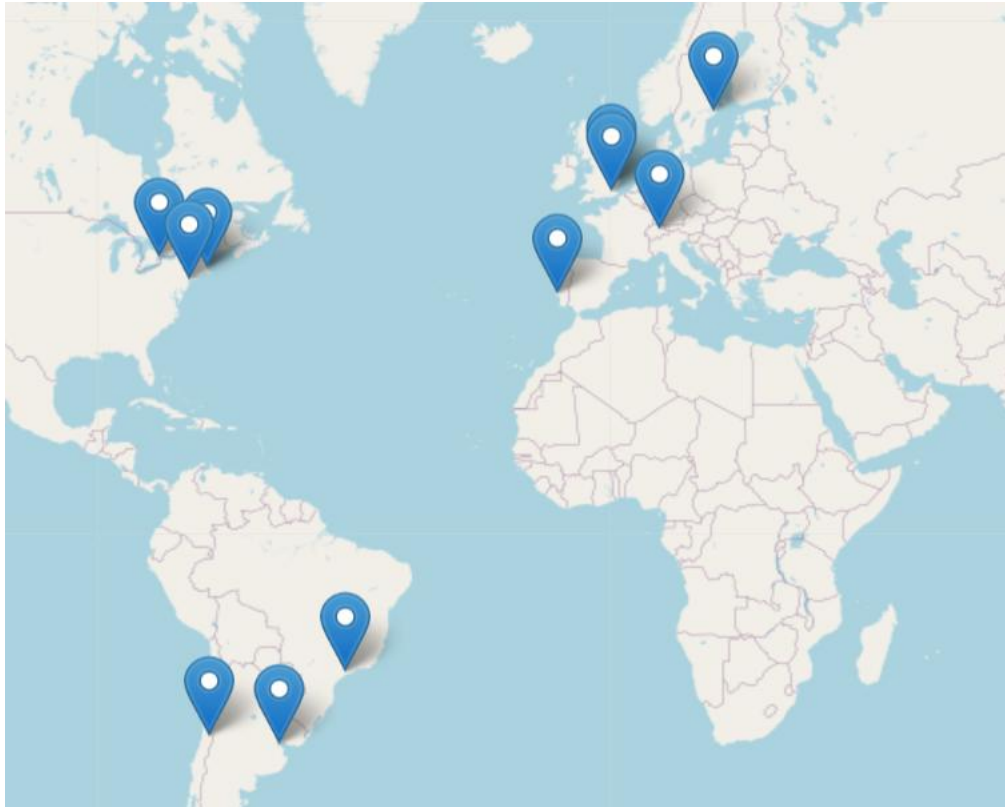
# **Hult & Mackenzie: Change Management & Leadership Immersion Week – Boston 2026**

BOSTON LONDON DUBAI





# Sobre mim



Join at [menti.com](https://menti.com) | use code **7848 9080**

# O que você conhece sobre a Hult?





# Mackenzie & Hult





# Mackenzie & Hult

Masterclasses

**Semanas de imersão exclusivas**

Bolsas 50%-100% para Summer Bootcamp

Isenção de taxa de aplicação

Descontos

Processo acelerado



## San Francisco Immersion Week – AI Pitch Challenge

**Comitiva Mackenzie:** 3 professores + 22 alunos

**Atividades:** imersão em negócios e IA, visitas a empresas de tecnologia e prática de *elevator pitch*.

**Destaque:** competição de AI Pitch Challenge.

**Projeto vencedor:** *A safer journey for Ella* – proposta de agente virtual da Uber para segurança de mulheres.

**Premiação:** reconhecimento pela originalidade + bolsa parcial para curso da Hult.

**Impacto:** experiência prática, networking internacional e fortalecimento de competências em IA e inovação.







#### CAMPUSES

Hult's global campus sites will shape your student journey, offering unique cultural experiences that'll enrich your learning, career, and life. The good news is, you don't have to settle on one—Global Campus Rotation enables study at multiple locations during your Hult program.



DUBAI

Hult Singapore



SINGAPORE

Discover Our  
Campuses



Choose one of these home  
campuses for your core program.



Travel or "frooze" to these locations for  
your electives.

# Your Campus



SAN FRANCISCO



BOSTON



Hult San Francisco



Hult Boston



Hult London

Hult New York



LONDON



Hult Dubai

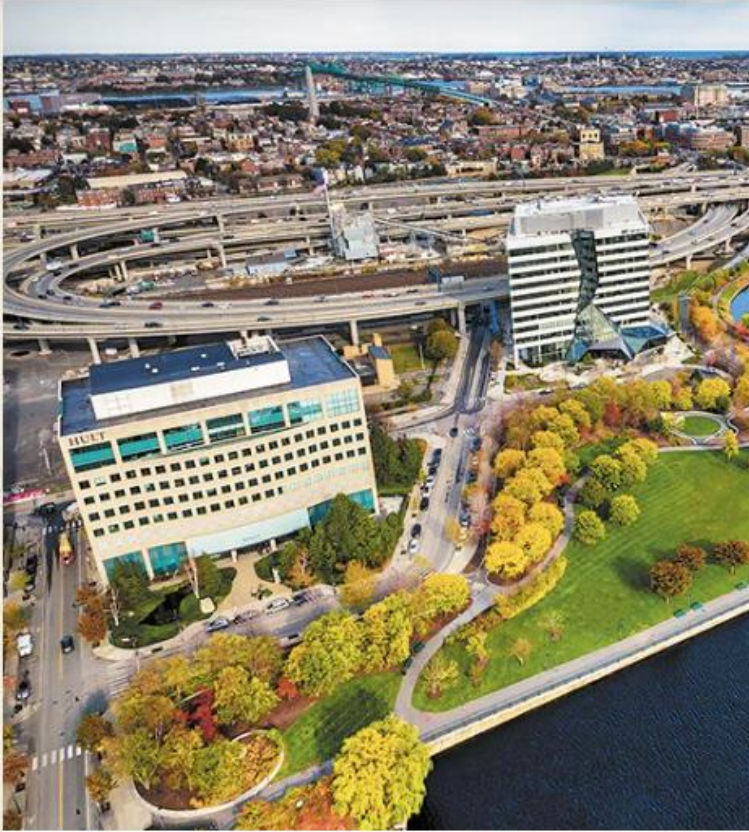


NEW YORK

*Go GLOBAL*

# The World Is





Boston



London



Dubai



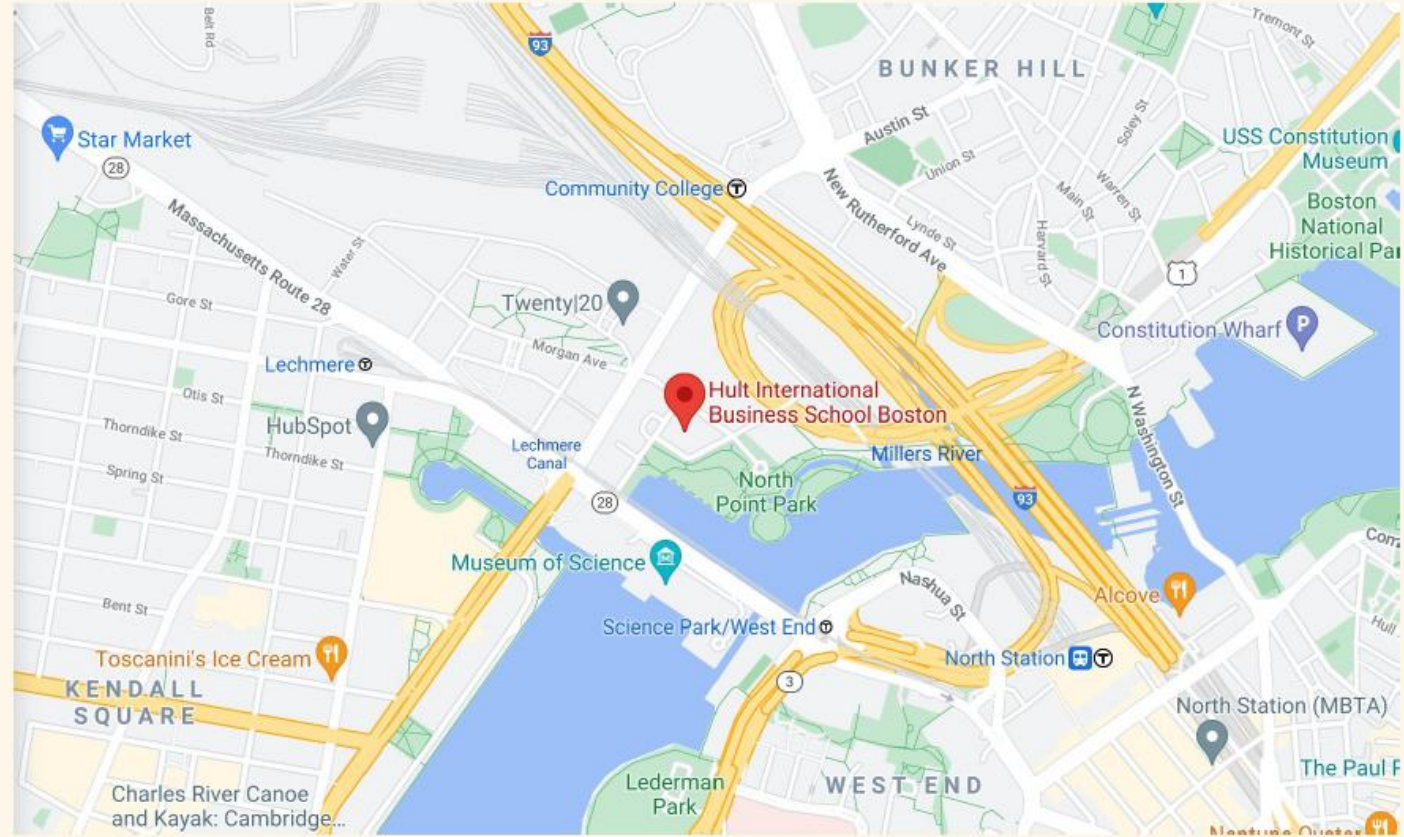


**BOSTON**

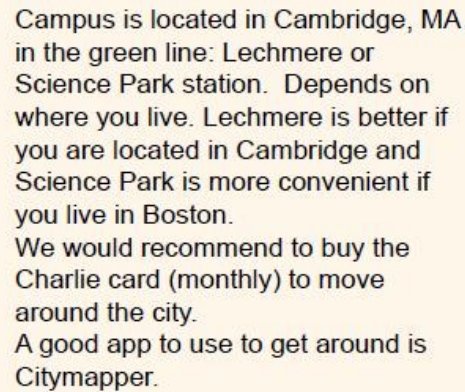


**@HULTBOSTON**









7-Day Pass	\$22.50
Monthly LinkPass	\$90.00







## Where to live?

**Back Bay**



**Beacon Hill**



**Somerville**



**South End**



**North End**



**Charlestown**





# Accommodation

Finding accommodation in Boston can be time consuming. Depending on the type of housing that you are looking for, you should give yourself enough time to get settled.

Before you arrive to campus, it is important that you do some research on:

- Different areas of Boston (including the ones previously mentioned)
- Cost of living
- Traveling time to Campus
- Transport Costs

You have to decide whether you want to rent an apartment or a room in a shared apartment. Also, determine the number of people you would like to live with. You could find a place to live with the help of a realtor or website like Zillow, or by traveling 4-6 weeks prior orientation to Boston.

In addition, in Boston **we have Hult House**, which is a student residence located 5-min walk from campus. In this residence, **you could choose to rent a bed in a shared room or a room for yourself**. The building has many amenities such as a fitness center and a climbing wall (more info in next slide).

Popular buildings where students find housing near campus (walking distance):

- [Regatta Riverview](#)
- [Avalon North Point](#)
- [Twenty 20](#)
- [Zinc Apartments](#)
- [The Glass Factory](#)

Boston Facebook group:

<https://www.facebook.com/groups/488935142111428>

Global accommodation group:

<https://www.facebook.com/groups/363919627497154/>





# Hult House



- 12 levels
  - Floors 6-8 are dorm floors
  - Floors 9-12 are apartments floors
- Student lounge, laundry room and trash facilities on each floor
- 24/7 security desk
- Gym on ground floor (\$45/month for residents)
- Community kitchen
- Cafeteria on the 4th floor

## What is included?

- Furnishing (bed, desk, desk chair, storage)
- All utilities (heat, AC, water, electric)
- Use of all floor lounges and community spaces
- Support staff services
- Security

## What is not included?

- Linens, towels and decorations
- Laundry facilities (available on each floor, additional cost)
- Gym membership (\$45/month for residents - \$90 for non-resident students)
- Room cleaning services
- Meal plans



# Fun Things to Do in Boston



Image: Time Out Boston

## The 50 best things to do in Boston

<https://www.timeout.com/boston/things-to-do/best-things-to-do-in-boston>

## 25 Best Things to Do in Boston (MA)

Boston, founded in 1630, is **Massachusetts'** capital and also its largest city and, as of 2020, has approximately 684,000 residents. It is famed for the key role it played in the American Revolution as well as being home to many prestigious universities and technical colleges such as Harvard Medical and Business Schools, MIT, Boston University, Berklee College of Music, Tufts University and University of Massachusetts Amherst to name just a few.

<https://www.thecrazytourist.com/25-best-things-to-do-in-boston-ma/>



[https://travel.usnews.com/Boston\\_MA/Things\\_To\\_Do/](https://travel.usnews.com/Boston_MA/Things_To_Do/)



Patinação do gelo Boston Common  
Freedom Trail  
Back Bay , Beacon Hill, North End  
Museus, galerias de arte  
Esportes  
Union Oyster - restaurante



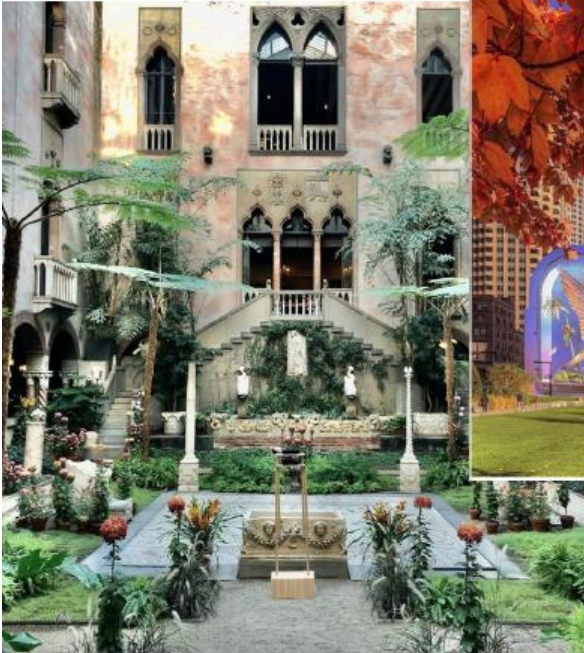




Follow #instaboston to find some top pic spots!

# Instagrammable

**gardnermuseum**  
104K followers



**rosekennedygreenway**  
Rose Fitzgerald Kennedy Greenway

[View Profile](#)



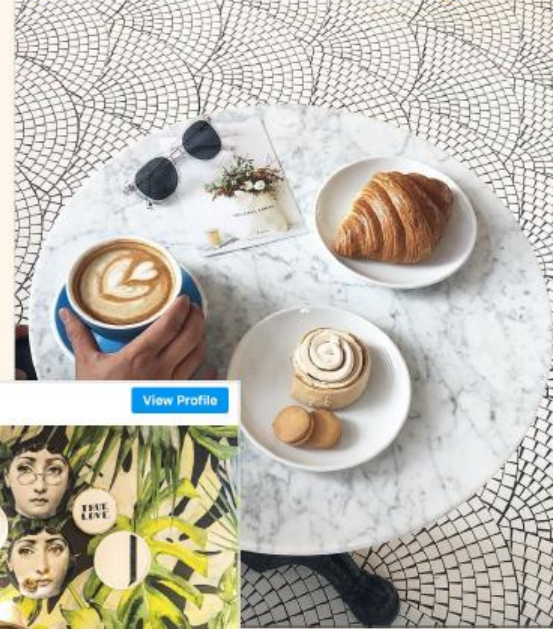
**hanpar8**  
Cafe Susu

[View Profile](#)



**tattebakery**  
Downtown Boston

[View Profile](#)





# Semana de imersão Mackenzie



# **Hult & Mackenzie: Change Management & Leadership Immersion Week – Boston 2026**

**26 a 30 de janeiro de 2026 | Cambridge, MA  
1 Education St, Cambridge, MA 02141**

Join at [menti.com](https://menti.com) | use code **7848 9080**

# Qual sua expectativa sobre a semana de imersão?



# Por que participar



## Mudança e transformação

Este programa intensivo de uma semana foi projetado para desenvolver:

- Mentalidade, habilidades e metodologias para liderar mudanças
- Ferramentas para desenhar estratégias resilientes
- Experiência prática com estudos de caso e laboratórios de liderança
- Networking



# Principais aprendizados

Ao final da semana, você sairá com:

- Modelos e frameworks aplicáveis para gestão de mudanças
- Presença e influência de liderança aprimoradas
- Ferramentas para diagnosticar e conduzir processos de mudança
- Rede profissional ampliada e visão global



# Visão geral da semana

Duração: 5 dias

Formato: Masterclasses, workshops, laboratórios e atividades externas\*

Foco: Teoria e prática no ecossistema de inovação de Boston

\* Sujeitos à alteração





**Day 1: Monday:  
Foundations of  
Change Leadership**

**10:00 AM – 12:30 PM:** Meet at Hult Center for Welcome & program kick-off. Introductions, orientation, and a session on the foundations of change management.  
**12:30 PM – 1:30 PM:** Lunch break.  
**1:30 PM – 4:00 PM:** Interactive workshop exploring why change readiness and self-assessment with discussions and group reflection.

**Day 2: Tuesday:  
Understanding  
Change**

**10:00 AM – 12:30 PM:** Diving into change! Interactive session exploring change through the historical changes of the city.  
**12:30 PM – 1:30 PM:** Lunch break.  
**1:30 PM – 4:00 PM:** Meet at Hult Center for city exploration and change evolution impact.

**Day 3: Wednesday:  
Leading People  
Through Change**

**10:00 AM – 12:30 PM:** Meet at Hult Center for city exploration and change evolution impact.  
**12:30 PM – 1:30 PM:** Lunch break.  
**1:30 PM – 4:00 PM:** Change Leadership Lab. Teams work on simulated change scenarios, developing strategies and testing approaches.

**Day 4: Thursday:  
Designing & Measuring  
Change**

**10:00 AM – 12:30 PM:** Coaching session, getting ready to present change strategies  
**12:30 PM – 1:30 PM:** Lunch break.  
**1:30 PM – 4:00 PM:** Hearing from the professional world! Engage with practitioners on digital or agile transformation.  
**\*\*Option to attend a professional networking event at Venture Cafe\*\***

**Day 5: Friday —  
Bringing It All  
Together**

**10:00 AM – 12:30 PM:** Presenting Change. Each group delivers their change strategy, stakeholder plan, and measurement framework.  
**12:30 PM – 1:30 PM:** Lunch break.  
**1:30 PM – 4:00 PM:** Final reflection and closing masterclass on sustaining change and developing leadership presence.

# Professor Thomas Sullivan



- Professor de *Leadership & Organizational Behavior* na Hult, com mais de 25 anos de experiência global em liderança e mudança organizacional.
- Atuou com instituições como Banco Mundial, FMI, IFC e BID.
- Eleito Faculty of the Year
- Cofundador da My City at Peace, organização que promove a paz urbana.
- Bilíngue em inglês e espanhol

# Hult House



Hult House

Atrás do campus

USD 130/pessoa/noite 1 apartamento com 2 quartos

Hotéis em Boston/Cambridge: a partir de USD 200/noite



# Acomodação

<https://www.hult.edu/housing/boston/>



# Visto, etc



Imersão não tem créditos – visto B1/B2

Atenção para o clima em Boston em janeiro:

- Temperatura média na última semana de janeiro:

Mínimas: entre  $-6^{\circ}\text{C}$  e  $-2^{\circ}\text{C}$

Máximas: entre  $0^{\circ}\text{C}$  e  $3^{\circ}\text{C}$

Sensação térmica

Por causa do vento gelado vindo do Atlântico, a sensação pode cair para:

- $-10^{\circ}\text{C}$  a  $-15^{\circ}\text{C}$  facilmente nas manhãs e noites.

Em dias de vento forte, pode parecer  $-20^{\circ}\text{C}$  por alguns momentos, especialmente perto do rio Charles ou áreas abertas como Kendall Square (bem perto do campus da Hult).

# Sobre a Hult International Business School



# Sobre a Hult

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Bertil Hult não nasceu empresário. Crescendo na Suécia na década de 1940, ele lutou em um sistema que não permitia que sua dislexia fosse vista como outra coisa senão um limite. Inspirado por seu próprio aprendizado da língua inglesa, ele fundou a EF Education First, a maior provedora mundial de viagens experienciais de idiomas, e se tornou benfeitor do Arthur D. Little Management Education Institute em Massachusetts, EUA. Em 2003 nasceu a Hult International Business School.



**Bertil Hult**

Sweden

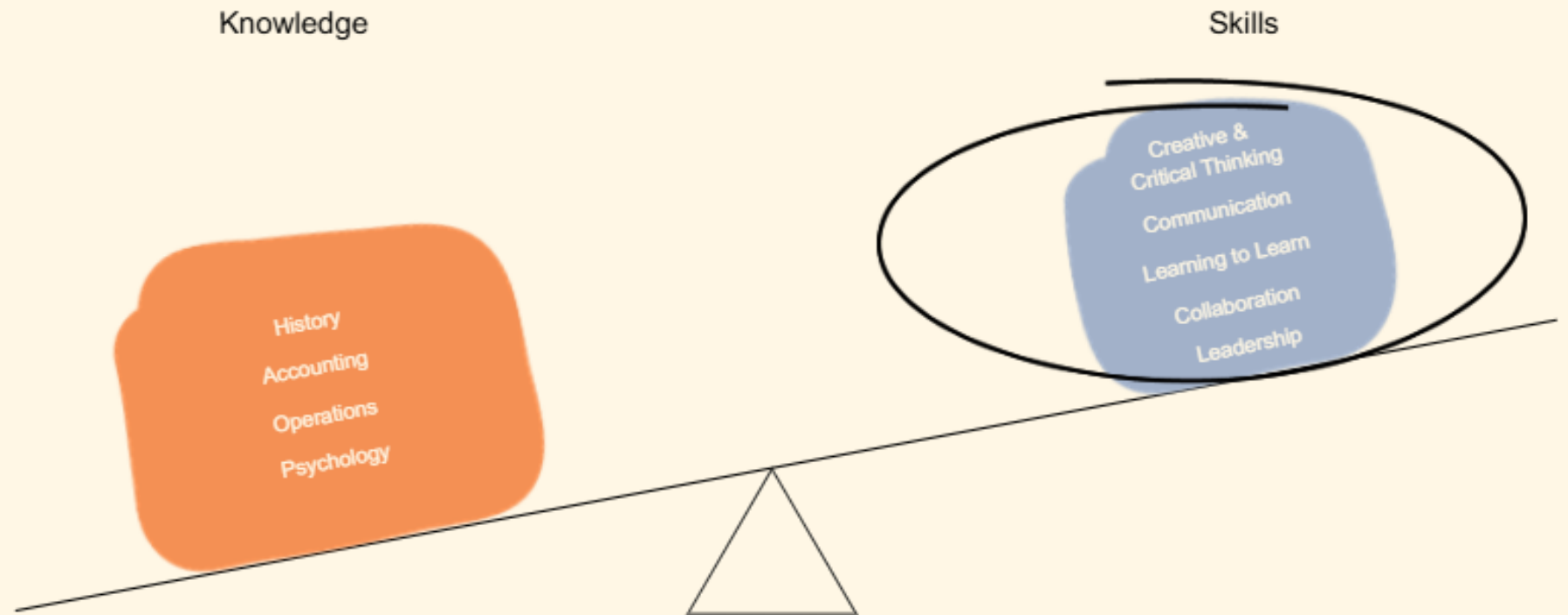
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Founder, Hult International  
Business School

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# Knowledge vs. **skills** imbalance



# Learn by doing



## 📍 BOSTON

### **Hilton Hotels & Resorts client challenge:**

Students worked as marketing consultants, exploring consumer behavior, loyalty drivers, and competitor performance, pitching their findings and recommendations to the client.

OTHER PREVIOUS BOSTON CLIENTS INCLUDE:

Accenture, Phillips, Edelman, Accion, and Sodexo.



## 📍 LONDON

### **Ferrari client challenge:**

Students worked in teams to grow brand presence with new revenue streams, brand extension opportunities, and strategic partnerships, while upholding Ferrari's CSR and sustainability values.

OTHER PREVIOUS LONDON CLIENTS INCLUDE:

Unilever, UK Government, LBW Drinks Ltd, Belhaven Brewery, and PeploBio.



## 📍 SAN FRANCISCO

### **Microsoft client challenge:**

Students were challenged to explore an industry vertical (such as pediatric healthcare) with the aim of identifying and defining all AI companies providing a service in that specialist area. Findings were presented as a team, with a reflective essay to summarize research findings and outcomes.

OTHER PREVIOUS SAN FRANCISCO CLIENTS INCLUDE:

Dollar Tree Stores, Ernst & Young, and Uphold, Inc.





# Lifelong learning

## Lifelong Learning 360

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When you graduate from Hult, your learning experience doesn't stop there. Every year, hundreds of alumni return to Hult for in-person and virtual learning experiences.

With our 360 Learning Experience, we are offering you opportunities for learning throughout the year.



# Corpo docente

- Experiência global em governos, startups e grandes empresas.
- Escopo: Conselhos, VC, colaboradores de Prêmio Nobel.
- Especialistas na prática
- Excelência acadêmica + impacto real

Preparando alunos para carreiras globais.

## Professors From the Real Business World



Omar Romero-  
Hernandez, PhD

Mexico  
Data Analytics & Operations  
Professor

A Fulbright Scholar and Franz Edelman Award recipient, Dr. Romero-Hernandez uses his expertise to support communities with renewable energy in his native Mexico. He's led several internationally awarded projects and in 2010 was appointed leader of a national task force on economic growth and low carbon emissions, delivering recommendations to the President of Mexico.

Viktoria Dalko,  
PhD

Hungary  
Finance Professor



A leading academic at Harvard and CUNY, Dr. Dalko previously worked as an advisor to the president of the National Bank of Hungary and was chief of staff for the Budget, Tax, and Finance Committee of the Hungarian Parliament. She co-authored *Regulating Competition in Stock Markets* with Nobel Laureate Professor Lawrence Klein and other world-class researchers.

Achieve your professional goals under the guidance of Hult's highly respected faculty team, professors with real-world experience who know what it takes to thrive in the international business arena.

Nabanita Talukdar,  
DBA

India  
Marketing & Business  
Analytics Professor

A business-minded marketing and consumer research analyst, Dr. Talukdar is an expert in using SAS, SPSS, PHSTAT, and Excel to develop consumer-based intelligence and KPIs that drive marketing, branding, and product strategies. Her academic achievements include an MBA, MS Corporate Finance, BS Physics & Math, and a doctoral degree in Marketing Analytics, with a focus on consumer behavior, social media, and product marketing.



Beau Giannini,  
PhD

United States  
Innovation & Entrepreneurship  
Professor



An expert in developing technology and data management solutions, Dr. Giannini runs Ternary Intelligence, a computational finance company, and is the founder of Shanghai-based Sinomark Consulting. He previously operated two companies that developed licensing and merchandising programs for global brands and raised 40+ million USD in venture funding to develop software in partnership with IBM to streamline product development. Academic achievements include a PhD in Management Science, MBA in Global Management and Social Entrepreneurship, and a BA in Asian studies.

# Comunidade

- Clubs & Societies
- Networking
- Rede de Alumni Global

There's plenty to do during downtime on campus, from social events to student clubs and societies—whatever your passion, you'll find a fit. Forge new friendships, build your professional network, and make lifelong global connections to take on your career journey.

## Connect Outside the Classroom



**Finance Association**

**International Finance Association**  
Take part in debates, team-building exercises, networking, and case study preparations, while hearing from expert guest speakers too.



**AI Society**  
Explore the transformative potential of artificial intelligence in the business world via workshops and challenges.



**Women in Business Club**  
An informal environment to raise awareness, share experiences, and develop strategies for men and women to tackle obstacles in the business world. Hear from guest speakers and explore achievements and challenges encountered on the path to female leadership.



**WOMEN IN BUSINESS CLUB**

**Clubs offer valuable networking opportunities and a chance to expand your horizons outside the classroom**

## Alumni Networking

Your Hult journey continues long after you graduate. As an alum, you have access to the Hult Alumni Association, a network of over 33,000 alumni in more than 170 countries around the world.

Many former Hultians have benefitted from our global network of graduates, lifelong learning options, and many ways to connect with fellow alumni and business opportunities around the world.

Stats:

**33<sup>k</sup>**  
Alumni

**70<sup>+</sup>**  
Chapters

**170**  
Countries



### Xploration Days

Engage in an alumni-exclusive, one-day learning experience featuring a diverse lineup of speakers and workshops on current topics, followed by valuable networking opportunities.

### Alumni Hour

Tune in to our virtual speaker series, where alumni and industry experts share their insights and expertise on a global Hult platform.



### Alumni Electives

Reconnect with the Hult classroom through our Lifelong Learning Program, which gives you the opportunity to return once a year for continued education and growth.

Read Alumni Success Stories





# Preparação para carreira

- Career Advisors dedicados
- Encontros individuais e em grupo
- Tendências de mercado
- Revisão de LinkedIn
- Simulação de entrevistas simuladas
- Palestras
- Coaching



David Sheehan  
Scotland

Former Finance Headhunter,  
City of London

Career Advisor, Hult International  
Business School

18 Years' Recruitment Experience

## Employment Statistics: Class of 2023

**88%**

of master's grads  
were employed after  
6 months

**83%**

of international master's  
students at US campuses  
gained employment in  
the US

**9%**

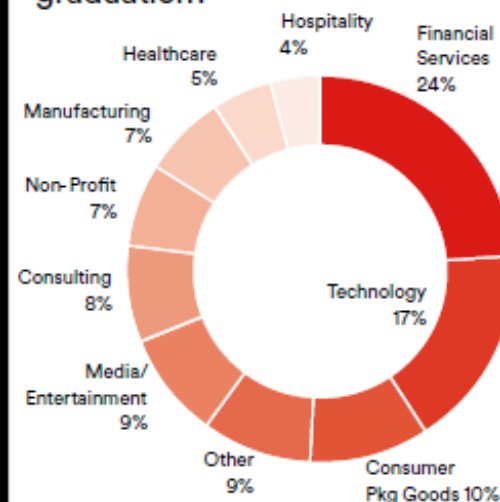
of postgraduate  
students started their  
own business



### Top 10 graduate employers

Amazon	BMW
PwC	Citi
Fidelity	Santander
JP Morgan	EF Education
Accenture	First
	Apple

### Which industries do master's students work in post- graduation?

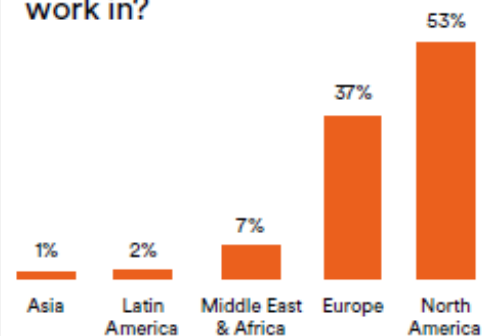


**52%**

Increase in  
pre-master's  
salary 3  
years after  
graduation

*Financial  
Times,*  
Master's in  
Management  
Ranking, 2024

### Which region do master's grads work in?



**330+**

companies  
hired Hult  
2023  
graduates  
across 43  
countries



# Programas Hult



# Summer Business Bootcamp



## What you'll learn

Embark on an engaging learning journey that blends global business skills with real-world problem-solving. Immerse yourself in applied exercises that help bring the learning to life. Craft innovative solutions as you tackle societal challenges. All this elevating your skills to be ready for the rapidly evolving business world.

### **Build your global business skillset**

Immerse yourself in global business fundamentals, enhancing your understanding of international markets and trends.

### **Entrepreneurial thinking**

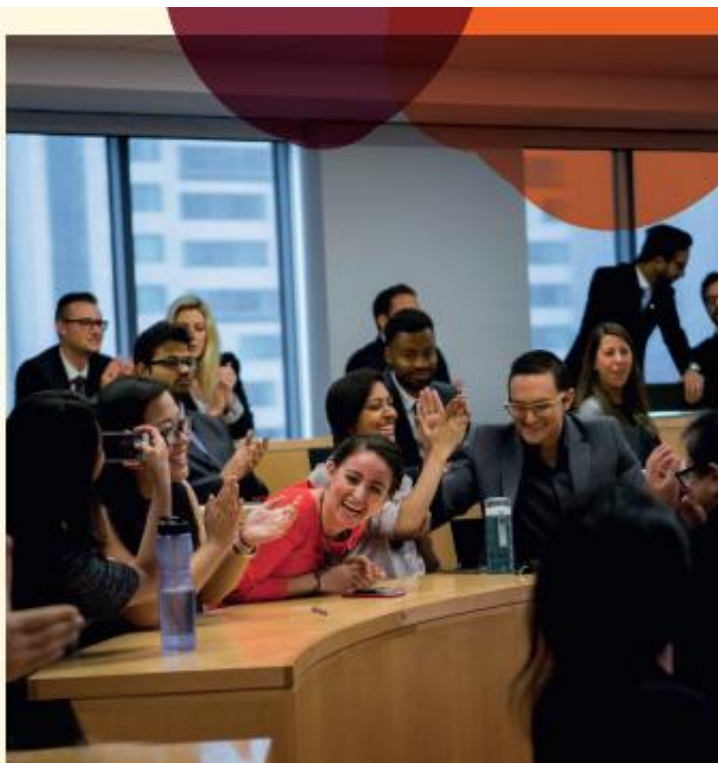
Cultivate an entrepreneurial mindset, enabling you to identify opportunities within emerging trends and innovate fearlessly.

### **Hands-on problem solving**

Work collaboratively in diverse teams, solving a social innovation challenge and gaining practical experience.

### **Networking and lifelong connections**

Forge invaluable connections with other global students, faculty, and professionals, building a global network for future opportunities.



- Imersão em Negócios
- Para graduandos
- 3 semanas
- Prática aplicada em case
- Rede internacional
- Coaching de habilidades
- Boston: 6/julho
- Londres: 13/julho

## Master's in Management

Specializations: Analytics | Entrepreneurship | Finance | Marketing

Boston, London, Dubai

[View details](#)



## Master's in Finance

STEM

Boston, London

[View details](#)



## Master's in Business Analytics & AI

STEM

Boston

[View details](#)



## Master's in Marketing

Boston, London, Dubai

[View details](#)



## Master's in Social Media Marketing

London

[View details](#)



## Master's in Marketing, Communications & Branding

London

[View details](#)



## Master's in Marketing & Analytics

STEM

Boston

[View details](#)



# Perguntas, pf

Q&A





# Obrigada!

