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Marica has been working at AIM Group International since 2006 and he has been coordinating the Marketing & Sales Operations since 2014. She is passionate about working for the international congress market, developing business and bidding for international association congresses. Before joining AIM Group, Marica was the Executive Manager for scientific societies, and she worked in the organization of cultural events in the field of new technology of communication. Marica is an active industry leader participating at various events as speaker and presenter, such as at Expoeventos (Buenos Aires, Argentina) on behalf of IAPCO, at IULM Master in Tourism Management (since 2013), IULM Course in Destination Management and Bicocca University. Besides, she is author of articles for national and international sector magazines and White Papers.