

# Social

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**BOLD  
LEADERSHIP IS  
IMPORTANT.**

Sandra Chini

We are constantly evolving  
as a company as well  
as a society. This works  
best when we believe  
in our own strengths  
and help each other.



## INTERVIEW

**“WE GROW  
WITH OUR  
RESPONSIBILITIES.”**

Sandra Chini (Chief People, Organization and Innovation Officer) won the “HR Person of the Year” award in 2021 for her work on employee leadership and motivation.

### Why is sustainability important to you?

**Sandra:** At MAM, we have the privilege of being involved in developing products for the next generation. It’s a big responsibility, but it’s also a lot of fun. The employees are the heart of MAM, they shape our unique corporate culture. Their well-being is an essential part of ensuring MAM’s long-term success, and that’s what I am committed to.

### Where do you see the connection between people & culture, sustainability, and innovation?

**Sandra:** These three topics are mutually reinforcing. It takes creative thinking for MAM to further develop, and the best possible working environment is needed so that employees can fully unleash their talents. In turn, an inspiring and innovative corporate climate has an impact on employee satisfaction, loyalty, and inventiveness.

### How has the Covid-19 pandemic affected MAM?

**Sandra:** The time during the Covid-19 pandemic acted as an accelerator for innovations. It made us more flexible as a company and showed us how important it is to take courageous steps. During the pandemic, we had to switch to working from home within a very short time and also had to transfer our great team spirit to this hybrid environment. We did it—with the help of virtual fitness offers, online team building, and even an online Christmas party.



### What are the positive changes brought about by these initiatives?

**Sandra:** Our offers have been met with great interest. We have established many of the formats, such as the Open Staff Meeting, which regularly invites all employees to updates and an open exchange, for the long term.

### Would you say that social sustainability also means giving something back to society?

**Sandra:** Yes, helping babies and parents in difficult situations goes without saying for us. We promote research projects on baby health and support underprivileged children and families through global corporate giving programs.

**987**  
EMPLOYEES  
work at MAM.

