



## Larissa Grün

Director of Events



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Europe



Vienna



German, English, French.

areas of expertise:



marketing  
conferences & events  
concepts + brands

Larissa Gruen joined the PKF hospitality group in 2023 and is based in Vienna. In her present capacity as Director of Events, her responsibilities include 196+ forum Vienna, 196+ forum Milan, 196+ forum Munich, as well as other events under the 196+ umbrella brand.

Prior to joining the PKF hospitality group, Larissa worked for Avantgarde Group as Senior Project Manager HR, Events & Promotions. Furthermore, she gained extensive Business Development, Retail and Marketing experience working for various international consumer goods companies such as L'Oréal, Nestlé and Beiersdorf.

Larissa obtained her degree in Marketing and English from the University of Mannheim and spent exchange semesters in Canada, Namibia and Australia.