

FOR IMMEDIATE RELEASE

## **MEDIA RELEASE: Seresilk CEO Taylor Battistella Presents to Monash University Business School as Guest Speaker on Brand Management**

MELBOURNE, April 17th 2024 – Taylor Battistella, Founder and CEO of Seresilk returned to Monash University Business School today, as a guest speaker for the Brand Management Unit. His visit coincided with the Marketing Communications Unit, where Seresilk is the focus of the semester-long assignment for students in their final year of studies.

Battistella's presentation, "Building My Business From The Ground Up," offered students an insider's view into Seresilk's entrepreneurial journey. He shared key strategies and branding techniques that have defined the Seresilk brand, emphasising pivotal decisions and innovative approaches.

Reflecting on his experience, Battistella expressed gratitude for the opportunity to contribute to the education of future leaders, stating, "It's an honour to be back at Monash University, where my journey began. I'm thrilled to share my insights with these bright minds."

– ENDS –

**For further information or to arrange an interview or samples of Seresilk, please contact Taylor Battistella: +61 457 040 104 or [media@seresilk.com.au](mailto:media@seresilk.com.au)**



### **About Seresilk**

Seresilk is the only Australian made, cruelty-free silk skincare product in the world. It was developed out of a desire to create a simple routine that harnesses silk's natural healing properties. Seresilk lets its silk shine in all formulations, using only 24 ingredients across a 4-step night routine.

### **Links**

[www.seresilk.com.au](http://www.seresilk.com.au)

[Access product imagery here.](#)

[Access Seresilk logo files here.](#)

[Access previous media releases here.](#)

Brand guidelines available on request.