

CEMEX's Patrimonio Hoy: Creating Sustainable Social Impact through Dignified Housing



Henning Alts Schoutz

Marketing Manager for CEMEX – Patrimonio Hoy

Wednesday, November 19 | 5–6 pm

R 1240 | Ross School of Business | 701 Tappan St

Reception immediately following

Patrimonio Hoy is one of the first private initiatives that combine what most companies aspire to: it is a real inclusive business being profitable and at the same time producing important social and economic impacts to the participating families and communities.

In his position as Patrimonio Hoy's Marketing Manager, Henning is responsible for its marketing, organizational effectiveness, partnerships, and public relations.

Henning joined CEMEX in 2006 when he was awarded a scholarship by the German and Mexican Governments to work on the impact assessment of the inclusive business units *Patrimonio Hoy* and *Mejora Tu Calle*. He has been part of the Patrimonio Hoy team since November 2007.

Henning graduated with a Master's degree from the *Free University of Berlin* (Germany) in 2005, focusing on Development Cooperation. In 1999-2000 he studied at the University of Warwick, England and in 2005-2006 undertook postgraduate studies for International Project Management at *Gesellschaft für Nachhaltige Entwicklung GNE* (Association for Sustainable Development) in Germany under a grant from the German government.

CEMEX is one of the world's largest building materials suppliers and cement producers. They provide high quality products and reliable services to customers and communities throughout the Americas, Europe, Africa, the Middle East, and Asia. They produce, distribute, and sell cement, ready-mix concrete, aggregates, and related building materials in more than 50 countries, and maintain trade relationships in approximately 108 nations.

CEMEX is also leveraging its core business strengths — institutional knowledge and experience, employees' talent and time, and capital — to support the social and economic development of communities in ways that foster self-reliance and empowerment. For more information on CEMEX-Patrimonio Hoy, visit: www.cemex.com/SustainableDevelopment/HighImpactSocialPrograms.aspx

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