



## INSEAD ALUMNI ASSOCIATION SWITZERLAND

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### President Zürich

Alexander Wyss

### Co-Presidents Basel

Ewan Lamont

Alexandre Olsen

### President Geneva

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Capital Management

Arthur Vayloyan

Head of Investment Services &

Products Private Banking, Credit Suisse AG

## The President's message

Dear Alumna, dear Alumnus,



Oh brave new world! What changes I have seen since I first became involved in our Association over twelve years ago. This was before the era of the internet truly took over, where being part of an Association committee was all about volunteering to stuff envelopes and sending regular mailings through the post. Today almost all our information and invitations to meetings are sent by email (this newsletter being the last remaining hard-copy mailing). INSEAD Connect has been implemented as a versatile tool which not only searches for our peers, transmits podcasts of our favourite professors and registers inscriptions for events, it also blogs, chats and acts as a social network platform for fellow alumni. And before you ask "Is there an App for that?" well yes, there is! It is being beta tested and will incorporate many of the features of Connect as well as a "nearby" function that will identify your and other Alumni's location – could be particularly handy when travelling to foreign cities.

Hard to believe that I have been active in the Association since 1999, my last three years as President of IAA Switzerland, as all have been fascinating, life-enriching and enjoyable years. But time has come to pass the baton and I am proud to propose a committee to our forthcoming AGM to be guided under the stewardship of a new President, who has volunteered his candidacy and which has been endorsed by the committee. I strongly encourage you to endorse this candidacy and to accept the new committee at the forthcoming AGM, full details of which you will find on page 7.

The AGM will take place in the evening of 14 September 2011. In time-honoured tradition of rotating between the various parts of the country, it will be held at the Hotel de la Paix in Geneva. Our keynote speaker will be **Michel Roux**, a household name in the UK over four decades for his influence in the world of cuisine with restaurants Le Gavroche and The Waterside Inn. Now expertly managed by Michel's son Alain, the Waterside Inn is unique being the only restaurant in the UK to retain three Michelin stars for over twenty-five years. Such a feat requires more than culinary greatness, it requires management, leadership and communication skills. Not only is Michel Roux a genius in the field of gastronomy, he is also an outstanding public speaker. I look forward to many of you joining us for this great occasion in September.

Yours truly  
Andrew Hunziker

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# Events Update 2011

## Zürich

### **August 28**

*Joint Alumni Dragon Boat trophy, Lake of Zürich*

### **September 21**

*iPEN: impact Investing and private Equity Event*

### **October 6**

*Museum Rietberg, private visit & guided tour*



*Museum Rietberg*

### **November 17**

*Talk with **Thomas Jordan**,  
Swiss national Bank*

### **November 22**

*Lunch with **Stefan Lippe**,  
CEO Swiss Re*

## Basel

### **Monthly Stammtisch**

*Evening Drinks at Noohn,  
2nd Thursday of each month*

### **July 28**

*Summer Drinks in the Tower*

### **September (date tbc)**

*Evening Event: BioValley  
Life Sciences Week*

### **December 2**

*Christmas dinner at Les  
Trois Rois*



## Geneva / Lausanne

### **August 10**

*Summer Lunch*

### **September 14**

*Dinner-Conference and  
Annual General Meeting*



*Hôtel de La Paix, Geneva*

### **September 15**

*After-Work Drinks*

### **October 1**

*Random Dinners*

### **November 26**

*Business Schools' Ball*

## Basel Group Activities

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**2011 is a year of transition in Basel. Mafalda Tenente's drive and enthusiasm will be sorely missed as she relinquishes the leadership of the Basel Committee to a new team. A big heartfelt thank you for all her efforts!**

At a Basel alumni get-together at the Trois Rois held in Spring 2011, the alumni community submitted candidates to form the new Basel committee. It is now comprised of Ewan Lemont, Monika Naef (treasurer duties), Marc Galin and Alexander Olson.

The following activities are already planned in Basel for 2011,

- . 'Summer Drinks in the Tower' on July 28<sup>th</sup>
- . BioValley Life Sciences Week (Basel Evening Event) in September (tentative / details forthcoming)
- . Christmas Dinner Les Trois Rois December 2nd

Further ideas are bubbling away but we do require your enthusiasm, support and phenomenal project management skills to turn them into reality!

Make sure you're on the Basel INSEAD email list and let us know if any new INSEADers are moving into town. Find us on Facebook for the latest and email [ewan.lamont@syngenta.com](mailto:ewan.lamont@syngenta.com) with generous offers of your free time to get the (surprisingly large) Basel alumni community together on a more regular basis!

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## Enjoying our Network

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Writing in the Alumni Newsletter, Dipak C. Jain, Dean of INSEAD, and Sven A. Kado, President of the IAA, commented on how well INSEAD has matured over our first 50 years, and how we have truly become the outstanding "Business School for the World".

Their theme for the next chapter in our history is 'from branding to bonding'. Our Alumni is key to the branding of the school, while the IAA plays an important role in fostering our emotional bonding.

Sven Kado highlights five ways in which we can benefit from the 43 National Alumni Associations and various industry-specific Clubs: Powerful global networking tools, Effective career support, Lifelong learning, Diverse local events, and (his favourite) a Platform for life-long friendship.

In conjunction with the 'killer app' that Andrew Hunziker writes about in his President's message, we have leveraged one aspect of the Internet to contribute to our networking, learning and bonding. For those interested, there is now an '**INSEAD\_ch**' twitter feed which follows breaking news from about 20 relevant news streams.

## Zurich Group Activities

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### The Zurich committee organized a number of diverse and well attended events in the first half of 2011

Our first event in 2011 was a luncheon at the Widder hotel with a speech by the **CEO of Sauber Motorsport AG, Mrs. Monisha Kaltenborn**. A lawyer by training, she has successfully positioned herself in the macho-world of Formula One. In her speech, Monisha described the transition of the Sauber team in the last few years and provided us with interesting insights.

In January 28, we visited the TV show “**Arena**”, the leading German-Swiss political TV show. Prior to the event, we were given a tour behind the stage including visiting

the sets of the news magazines (“Tagesschau”, “10vor10”) and the sport arena. The demand for this event was impressive: the limited slots were sold out in less than 2 days.

Based on the initiative of our co-alumnus Grischa Heinz, we invited our alumni in March to the world-famous **IBM research lab in Zurich-Rüschlikon**. A senior researcher from New York who has been living in Switzerland for the last 30 years ran us through the ups and downs of IBM in general and the research lab in particular. We all got a glimpse in the future of our society – or at least how IBM thinks our future will be.

**Peter Voser, CEO of Royal Dutch Shell**, was the prominent speaker at our joint event with Harvard, IMD, INSEAD and Berne-Rochester in April. We learnt that the energy business is often more a political game than a

business, that in certain countries Shell is regularly expropriated or that in other countries Shell's business is responsible for about 80% of these countries' GDP. In the Q&A session, Peter Voser shared his view of the future of nuclear power and green energy.

In June the first joint event with London Business School (LBS) took place. We met at the breathtaking location of the **Grasshoppers rowing club** on the Zurich lakeshore. This informal dinner was attended by 50 alumni, and it has already been decided that this was not the last joint event with LBS!

We continued to organize **informal drinks events** for our alumni. The events take place at the Imagine bar in Zurich main station.

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### Zurich Committee

**Alexander Wyss**, president, MBA 01, partner Baker & McKenzie;  
**Matthias Frieden**, treasurer, MBA 05, Head Risk & Technology Office, Zurich Financial Services  
**Dorothee Deuring**, MBA 96, Head Corporate Advisory Group Europe, UBS AG  
**Rajiv Shetty**, MBA06, Managing Director, AlphaMundi  
**Domenic von Planta**, MBA 09, Head Commercial Management, BU Grinding & Dispersion, Bühler AG

## Geneva Group Activities

Since January 1<sup>st</sup>, 2011, we have enjoyed half a dozen **Lunches**, the first one in January focused on raising our glasses to the New Year, soon followed in February by another one focusing this time on commodities, animated by **Jean-Louis Gourbin**, CEO of agricultural giant Bunge.

In March, we welcomed our fellow INSEAD alumn' **Reinold Geiger** (MBA 76J), owner and CEO of L'Occitane, who shared with us his extraordinary adventure in developing this local personal care products boutique based in Provence into a truly global company.



*Reinold Geiger*

In April we organised a joint INSEAD-IMD-Harvard lunch conference with **Ian Hudson**, President - DuPont EMEA, who explained how this "old" company kept innovating at a high pace to thrive in the 21st century.

In May, **Tim Bovard** (MBA 89J), a young but seasoned entrepreneur ultimately turned into an INSEAD Professor, explained how Entrepreneurship is now communicated and practiced at INSEAD. In June, our fellow alumni **Daniel Porot** (MBA 66J) shared with us his latest and most valuable tips on how best to nurture and protect one's career.

The **Drinks'** agenda was also busy, with one February gathering at **Halles de l'île**, another very popular one in **Lausanne** in March, the next one in Geneva again in April at **MO-KAFE**, and the notorious Business Schools' **Summer Drinks** at the end of June in Geneva's Jardin Anglais.

Our March **Cultural** agenda again included another

**Philharmonic Night** with Orchestre de la Suisse Romande, playing Mendelssohn and Chopin at Geneva's Victoria Hall.

As to **Sports** events, we held in January our customary **Ski Week-End in Verbier** and the **Business Schools' Golf Tournament**, organised this year by IMD on June 16<sup>th</sup> at the Maison-Blanche Club.

Finally, we also organised a **Summer Brunch** at Ferme de Merlinge in late June, where numerous INSEAD families from all over Romandie gathered to enjoy a friendly moment and great food in beautiful surroundings.

For the second part of 2011, we are already preparing a full program, with a **Sunset Party** in July, a **Summer Lunch** in August, **Drinks & Lunches** from September onwards, **Random Dinners** in October and the **Business School's Ball** in November: already looking forward to it!

### Geneva Committee

**Philippe Mauron**, President, MBA 95J, Relationship Director Banks, UBS AG

**Yves Haldemann**, Vice-President, MBA 94D, Manager, JT International SA

**Oengus Ramsay**, MBA 95D, CFO, Debio Pharm SA

**Sébastien Simon**, MBA 88D, Managing Partner, Grapco SARL

**Ramon Portas**, MBA 03J, Manager, LEM SA

**Alexis Iche**, MBA 07D, Managing Director, Aster Finance

**Bernhard Escher**, MBA 10J, Relationship Manager, Bank Julius Bär

**Leila Ojeh**, MBA 01D, Business Development Manager, Firmenich SA

**Sonja Fabjan**, MBA 07J, Hedge Fund Advisor, HSBC Private Bank SA

**Yoann Bernier**, MBA 07J, Strategic Planning, Lombard Odier Darier Hentsch & Cie

**Alberto Salvador De La Hoz**, MBA 09D, Consultant, Dalberg Global Development Advisors

**Rumyana Dorlas**, MBA 02J, Business Development Manager, Cargill International SA and special consultant

**Audrey Barchha**, MBA 78J, General Manager, Activideo Formation SA



## Newsmakers

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**Theophil Schlatter** (IEP'90) has been appointed to the board of Swisscom. Their plan is that he will take over as Chairman of the Audit Committee in 2012. Theophil was previously the CFO of Holcim.

**Dr Enrico Vanni** (MBA '80J) has been appointed to the Novartis Board of Directors. He was previously a member of several company boards of directors, including Alcon.

**Riet Cadonau** (AMP'07J) has been appointed Chief Executive Officer and President at KABA Security. He was previously CEO of the Ascom Group, where he was succeeded by fellow INSEAD alumnus **Fritz Mumenthaler** (MBA '89J) who became CEO of the Ascom Group in April 2011.

**Daniel Frutig** (COL'05Dec) has been appointed Chairman of AFG Arbonia-Forster-Holding AG. He was previously the Group Executive Director of the Support Services Division of the Compass Group UK.

Delenex Therapeutics has appointed **Eric de La Fortelle** (MBA'99D) as CEO, and **Jakob Schlapbach** (IEP'00Oct) as CFO. Eric was previously in senior roles at Hoffmann-La Roche, and Jakob was previously CFO of Cytos Biotechnology.

**Jeaninne Pilloud**, who participated on executive programmes at INSEAD, became the first woman to hold the role of Head of the Passenger Division of the Swiss Federal Railways, SBB/CFF in April 2011.

In a poll conducted by derivative investment magazine, Payoff, **Maurice Picard** (IEP'02Dec), Partner at Picard Angst, and **Georg von Wattenwyl** (IEP F/S'07Aug), Leader of Financial Products at Bank Vontobel, were included in the 30 'most important minds in the market for structured products in Switzerland'.

We would also like to congratulate **Odile Saavedra-Batty** (MBA '81) who has been elected head of the global Alumni Association of the Ecole Polytechnique Fédérale de Lausanne (EPFL).



**Marie-Gabrielle Ineichen-Fleisch** (MBA '89D) has been appointed State Secretary and head of the Secretariat for Economic Affairs SECO and head of its Foreign Economic Affairs Directorate. Previously she was Federal Council Ambassador and Delegate for Trade Agreements as Switzerland's chief negotiator at the World Trade Organisation. She reports to **Johann Schneider-Ammann** (MBA '83J), Swiss Federal Cabinet member and head of the Federal Department of Economic Affairs.

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# 2011 Annual General Meeting

September 14, 2011

**Hôtel de la Paix**

Quai du Mont-Blanc 11

Genève

18:00 Welcome

18:15 AGM

18:45 End of AGM and Apéro

19:15 Talk by Michel Roux

20:00 Dinner

(The price of drinks and dinner including wine will be Fr 75.- per participant)



Michel Roux (see President's letter)

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## AGM Agenda:

Welcome and Quorum

Approval of 2010 Minutes

President's Report

Regional and Group Reports

Presentation of Accounts and auditor's Report

Release of Outgoing Committee and Appointment of New Committee

AOB

The Committee proposes for election by the AGM a new Committee composed of the following member volunteers:

President:	Richard Bissonnet*
Zurich President & Swiss VP:	Alexander Wyss
Geneva President:	Philippe Mauron
Basel Co-Presidents:	Ewan Lamont**, Alexandre Olson**
Healthcare Co-Presidents:	Chandra Leo, Alex Rusicic
IPEN President:	André Aubert
Treasurer:	Alain Perret
Communications:	James Cullinan**
IAF Representative:	Mirjam Staub-Bisang
Career Services Liaison:	Kira Heizer
Ex-Officio:	Andrew Hunziker*

\*\* denotes new member

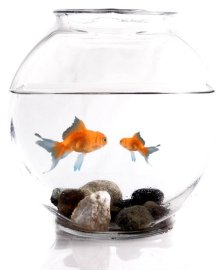
\* denotes new function



The INSEAD Healthcare Alumni Summit on **6-7 October 2011** will once again provide a **unique networking forum** for the global healthcare industry:

## **Incumbents & Insurgents**

*Winning strategies for tomorrow's healthcare world*



This year's Healthcare Summit will focus on new strategies adopted by healthcare "**Incumbents & Insurgents**": How do established players and new entrants navigate the challenges of the changing healthcare environment?

The topics covered will also include:

Applying "Blue Ocean Strategy" to the Healthcare Industry

New Models for Payor-Pharma Cooperation

Lean Healthcare – Doing it the Toyota way

The Role of Private Equity in Healthcare

**So come and join fellow INSEAD alumni and healthcare leaders** from around the world! For further information and early-bird registration go to:

**[www.InseadHealthAlumni.net](http://www.InseadHealthAlumni.net)**

We look forward to seeing you in Berlin!

Chandra P. Leo

Aleksandar Ruzicic

*for the Organizing Committee*

*Chandra P. Leo, Aleksandar Ruzicic, Steven Flostrand, Marc Michel & Ulrich Thess*



## Past Events



**ZH: Luncheon  
with Monisha  
Kaltenborn, CEO  
Sauber Motorsports,  
January 2011**



**ZH: Visit of  
Swiss TV /  
Arena Show,  
January 2011**

**GE: Lunch with  
Ian Hudson,  
DuPont de Nemours,  
April 2011**



Andrew Hunziker, Ian Hudson, Audrey Barchha, Philippe Mauron



## Past Events

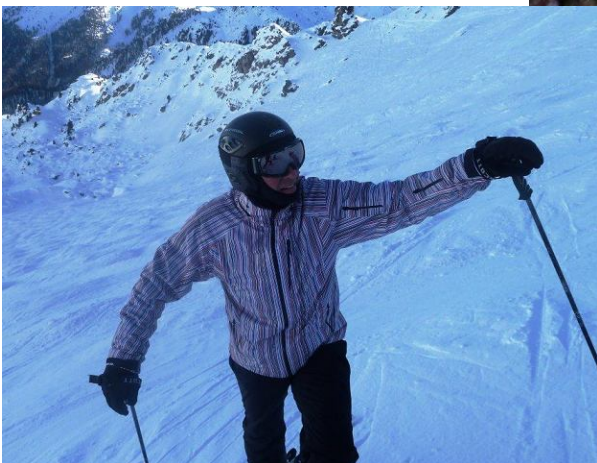
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Big smiles in front of mont Fort



Helen Vasilevski, organizer of the ski weekend



Denis admiring his tracks!



Sonja and friends at the Nevai

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<http://iaa.insead.edu/IAA/CHE/Pages/Default.aspx>

