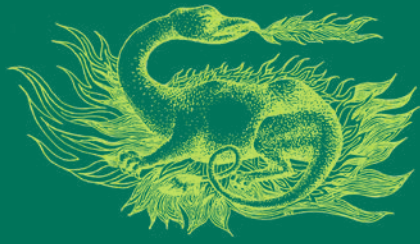


INSEAD

Alumni Association  
Switzerland

AN  
NUAL  
MAGA  
ZINE  
2016



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Switzerland and INSEAD are  
remarkably similar – both foster  
innovation, intellectual development,  
high-value creation and a respect for  
multiple cultures.

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## Imprint

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The INSEAD Alumni community in Switzerland is vibrant, dynamic and inspiring in a variety of ways.

**W**elcome to our second Swiss Alumni magazine. We hope you enjoy leafing through this reminder of the vibrancy of our Alumni community and the many fun and interesting events organised by our tireless volunteers.

**Community Growth** This has been a tremendous year for our community in Switzerland. We increased our membership to around 1,000 (out of 2,600 total Alumni in Switzerland) and put on more than 50 events, many of which sold out within days! These included a Gala Dinner at the Zunfthaus zur Zimmerleuten in Zürich, visits to Audemars Piguet and the CERN, a James Bond pre-premiere in Zürich, a private equity lunch with Prof. Zeisberger of INSEAD in Geneva and the Buy Yourself a Company entrepreneur event in Basel.

The reputation and the position of the School continue to be enhanced with some very high level appointments: Tidjane Thiam (MBA'88J) as CEO of Credit Suisse Group and Johann Schneider-Ammann (MBA'83J) as President of the Swiss Confederation. We believe that this is the first appointment of an Alumni as a Head of State and we are proud that it happened in Switzerland.

**Valuable Support** We have identified blue-chip advertisers and sponsors to help defray the costs of certain events and this magazine: thanks to Vacheron Constantin, Notenstein Private Bank and Thomas Frieden Swiss Jewellers. Our gratitude also goes out to the many Alumni who have given to INSEAD. I remind you that your support is essential for the success of our Association: in renewing and becoming members, in attending events and in giving some of your time as volunteers for the Association in Basel, Geneva, Lugano and Zürich.

My past four years volunteering as President of the Swiss Alumni Association have been tremendously rewarding, enabling me to develop new friendships across many promotions, to enhance my business network and to share in the latest thinking and intellectual stimulation on many fronts.

Richard Bissonnet – President  
INSEAD Alumni Association Switzerland



## The school and alumni networks are reaching new heights to further business as a force for good.

**W**hat a year 2015 was... We hit a new milestone with the July MBA graduation as we reached the 50,000 alumni mark!

We welcomed back our very first MBA graduates from 1960 and it was absolutely inspiring to hear the stories of these pioneers who joined INSEAD not only for its strong business practices in Europe but also for its multi-national approach.

**Global Reputation** We reached new heights as we improved our standing across all major rankings, an important determinant of our global reputation. The Financial Times ranked us 4th in the global MBA ranking and we were the highest ranked single-school and multi-school EMBA programme in the world. For more on rankings please visit our rankings page on [www.insead.edu](http://www.insead.edu).

**Connecting Talent** We have made significant investments in our Career Development Centre to better market, develop and connect our student and alumni talent. We



innovated and introduced new programmes such as a new online programme model, combining content customisation with scale and speed, enabling us to collaborate with global organisations to shift mind-sets, behaviour and capability quickly and effectively across a large, dispersed client base.

Philanthropic support from alumni and friends of INSEAD has grown significantly yielding EUR 14.2 million in the 2014/15 academic year. A new milestone for the team! I want to thank the entire community for helping us deliver these excellent results.

**Alumni Are The Brand** With so many achievements to be proud of, we now have a very exciting year ahead of us! I hope that my team and I can continue to count on you, our most ardent ambassadors of the INSEAD brand as we deliver on our mission to bring together people, cultures and ideas to change lives and to transform organisations and further business as a force for good.

A stylized, handwritten signature in black ink, which appears to read 'Ilian Mihov'.

Ilian Mihov – DEAN INSEAD



### Seven INSEAD Professors in Thinkers50 Rankings Fontainebleau, France

Professors W. Chan Kim, Renée Mauborgne and Herminia Ibarra have been ranked in the top 10 most influential living management thinkers 2015 in the Thinkers50 ranking. In addition, the three INSEAD professors were joined by INSEAD Professor Erin Meyer who has won the 'On the Radar' award 2015. Published every two years, The Thinkers50 ranking is the essential guide to the business thinkers whose ideas are esteemed, like the Oscars of management thinking. Photo Credit ©Thinkers50 Wargrave,UK.



### Third Swiss IN-BOARD Fully Booked Zürich, Switzerland

Promoting INSEAD's principle of life-long learning, the INSEAD Board Initiative (IN-BOARD) is an executive education program exclusively for Alumni, customised by the Belgian, Dutch, German and Swiss Alumni associations. The third Swiss intake pictured here began training in Fontainebleau in November 2015.

[insead.ch/?cat=38](http://insead.ch/?cat=38)



### INSEAD Disrupting Corporate Training Global

INSEAD launched a new digital educational offering in February 2015. The INSEAD Customised Online Solution is a web and mobile based tool designed to deliver at scale the critical skills that organisations need in order to adapt to the strategic challenges they face. The new offering responds to the need to adapt corporate training to the increasing pace of change that is shaking business and society today.

# EVENTS 2015

Stimulating the INSEAD spirit with a  
range of learning and social events  
across Switzerland



The INSEAD Alumni Association of Switzerland hosted 145 alumni and guests from 35 countries at a gala dinner and dance at the Zunfthaus zur Zimmerleuten in Zürich.

The occasion was the semi-annual INSEAD Alumni Association (IAA) meeting which brought volunteers from more than 35 countries, including the new IAA President, Sadia Kahn, to Zürich. Guests from abroad were welcomed by Swiss alumni, their partners and volunteers from the INSEAD Alumni Fund.

Dean Ilian Mihov gave a keynote speech about the competitive landscape for business schools, highlighting changes brought about by new technologies, such as massive open online courses (MOOCs).

**Knowledge Creation** People think online learning will make universities and business schools irrelevant. This is a mistake.

Indeed, teaching excellence is important and it is through interaction in class that students develop frameworks, analytical thinking, overcome prejudices and learn how to avoid blind spots. But business schools also perform research. They create knowledge. Knowledge creation will still be important in 20 years.

Believing b-schools will be irrelevant is like saying a business education or business leaders will no longer be relevant in the future. INSEAD develops future leaders and entrepreneurs who go back to their countries, create wealth and improve the common welfare.

Noting INSEAD's growth and disruptive innovations (e.g. first one year MBA, first with company

specific programmes, first to successfully go global), Dean Mihov said that the school has grown over the years without losing quality. The way forward is based on being resilient, robust and by making choices that strengthen INSEAD's traditional values.

**Define Success** When asked how he will know if his five year term as Dean of INSEAD was a success, he said, "It will be if INSEAD creates a Global Learning Community, not around the Dean and the INSEAD board but around the students, faculty, alumni and the school."

November 2015

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**See report:** The Disruptive B-School  
[www.insead.ch](http://www.insead.ch)



## Alumni gain insights from industry insiders in the Swiss ecosystem: both innovators & global brand names



Moderated by Pan Pan, Dallé gave his view on VC returns, performance, challenges, luck (it has a 20% influence), technology trends and entrepreneur traits (founders have to be irrational because chances are they will fail).

### Fireside Chat with Index Ventures' Bernard Dallé

IPEC and Geneva Chapter

More than US\$3 billion was raised by European venture capital funds in 2015. Fully one-third of the capital raised flowed to Geneva-based venture capital firms.

Some were first-time funds, reflecting growing limited partner (LP) confidence in the region's returns. These facts and the latest venture capital trends are just a few of the insights to emerge from the podium at a fully-booked Geneva event that featured Bernard Dallé, Operating Partner, Index Ventures.

The Fireside Chat was organised and hosted by volunteers from the Geneva chapter of IPEC, Roman Pelka, MBA'00J, Montfort Capital; Pan Pan, MBA'03J, Pantèra Ventures, and the INSEAD Alumni Association of Switzerland. Participants came from banking, consulting, higher education and industry.

He spoke about the importance of being in Silicon Valley, even if the funds are European-based, in order to help entrepreneurs penetrate the US domestic market and have "feet on the ground", to know the trends and gather intelligence.

The tech sectors with the biggest potential for VC returns, according to Dallé, are fintech, big data/cloud computing, robotics/artificial intelligence, cybersecurity, mobility and digital health.

October 2015

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#### See report:

Fireside Chat with Index Ventures' Bernard Dallé

[www.insead.ch/?p=4357](http://www.insead.ch/?p=4357)





## Do You Know Starmind?

Zurich Chapter

**In mid-November thirty INSEAD alums and guests visited Starmind, a quick-growing enterprise software startup in Küsnacht.**

During the tour, the management team spoke of connecting thousands of “brains” and the sheer determination it has taken to grow the venture from 2 to 50 employees within a few years.

Starmind offers a digital workplace solution with a software-as-a-service business model. It enables large-sized organisations to tap and map internal know-how and features a simple Q&A interface. Customers include Ogilvy & Mather, Swisscom, Sunrise and UBS.

In many ways Starmind's value and functionality is like that of Quora or YahooAnswers. But there is no curation required and it is private. Answers are validated, scored and stored, including an expiry date. Analytics to measure time and cost savings are built in. It is all enabled by unique algorithms and a self-learning structure.

**Networked Know-How** CEO and co-founder Pascal Kaufmann believes there is a real need to “connect brains” in businesses, pointing out the exponential

growth in the number of specialists required to achieve scientific and technical breakthroughs nowadays. He views Starmind as a “weapon against digital disruption”.

Organised by the Zürich Chapter of the INSEAD Alumni Association,

the fully-booked event attracted participants from banking, higher education, venture capital and consulting.

November 2015

### See report:

Visit to Swiss Startup Starmind

[www.insead.ch/?p=4357](http://www.insead.ch/?p=4357)



## Identifying The Right Talent In Healthcare

Swiss Healthcare Industry Club (CHIC) **Growing complexity and specialisation in healthcare industries has put a whole new set of demands on recruiters and candidates.**

With that in mind, CHIC invited a panel of senior executives to discuss and share their knowledge. The conference, moderated by Arul Ramadurai, INSEAD MBA'05J, (pictured here far right) was successful in communicating

what has changed, along with insights about how aspiring executives and recruiters can find the right match.

The panelists were Ludger Schwinn of Korn Ferry; Philipp Buis, Jauch Associates; Giacomo Di Nepi on the board of GeNeuro; Jana Herrmann of Roche, each with unique perspectives on talent strategies in the healthcare industry (pictured here from l to r).

**War for Talent** There is an ongoing “war for talent” in the pharma, biotech and medical technology industries. As a result, state-of-the-art recruitment practices include a proactive ‘talent scouting’ model, moving away from the traditional job posting or headhunting selection processes.

INSEAD alumni and guests came from investment banking, executive search, university spinoffs and companies like Abbott, Johnson & Johnson, Smith & Nephew, Concordia and Sonova. CHIC also welcomed a group of current students from Fontaine-

bleau. One of the guests, Markus Hofer, MBA'02D, of Russell Reynolds Associates, said that the event delivered an “insightful combination” of points of views and made it clear that despite some commoditisation successful talent acquisition is still a challenge and an art.

September 2015

### See report:

Identifying The Right Talent In Healthcare

[www.insead.ch/?p=5825](http://www.insead.ch/?p=5825)



## Fast Track Entrepreneurship: Buy Yourself a Company

Basel Chapter

Photo credit © studiofototoni.ch

**Creating a bootstrapped start-up is an exciting prospect for alumni.**

There is, however, another path to becoming an entrepreneur: acquiring and developing a small or medium-sized family business.

It is a path that several alums in Switzerland have taken in recent years. One of them is Mark-Anthony Holloway, MBA'98J (pictured here). He executed a management buy-in in 2008 of Swissfeed AG, a supplier of welding sub-systems for high-throughput manufacturing, after a one year search.

Holloway shared his experience on how to do it, where to start, along with the risks and benefits of buying a medium-sized company when he was the featured speaker at "Buy Yourself a Company", a Basel Chapter business event.

**Corporate Finance** Organised by Chapter President, Marc Galin, MBA'99J, the evening conference also featured a panel discussion on the legal and corporate finance aspects with Jules Grüninger, MBA'95D, Quarton International, and Monika Naef, IEP F/S'02D, Dufour Advokatur Notariat.

Other Swiss alumni that have taken the same path also shared their experience with other alumni. For example, Roger Kollbrunner, MBA'97J, who has acquired several Swiss companies in a "buy&build" strategy was a table host at the Salon Conversations event in 2014.

A report about this trend in Switzerland was featured in The Salamander in March 2015, which you can read on the link below.

March 2015

### See report:

Fast Track Entrepreneurs  
[www.insead.ch/?p=6294](http://www.insead.ch/?p=6294)

2011, a dozen INSEAD alumni are recruited to participate in an annual fun rowing competition organised each year by SAMBAplus for top business school alumni.

INSEAD Alumni participation in 2015 was managed by Rajiv Shetty, MBA'06D. Family and friends were invited for a cruise on the lake, followed by a BBQ lunch before the race began.

**Winning Team** The 2015 Dragon Boat crew included Christine Keller Peduzzi CCC'10 (drummer) Suzanne Rapetti-Hunsicker TI-EMBA'10J, Margherita Fontana EMBA'09D, Stefan Pinggera MBA'12J, Stefan Keller MBA'08J, Marcel Sheurer MBA'13D, Emanuel Salmona MBA'11D, Alexander Brochier CCC'03, Mourad Aboubakr MBA'09J, Mauricio Tejeda MBA'11D, Urs Lampe MBA'97D, Laurent Tchang MBA'14D, Olivier De Ruelle MBA'13D.

August 2015

**Save the date for the next race on August 28, 2016!**



## Annual Dragon Boat Trophy 2015

Zürich Chapter

**INSEAD alumni across a wide range of promotions won the 10th Dragon Boat Trophy on the Lake of Zürich last year.**

The INSEAD victory was actually the third win in five years. Teams from the St. Gallen and Stanford MBA Alumni clubs finished second and third, respectively. Since



## Prestige and Profit: Trophy Assets

Zürich Chapter

The Zunfthaus zur Zimmerleuten was the setting for an evening conference about the heated hotel property market and investment trends.

The event was organised and moderated by INSEAD alumnus Francesco Nosedà, MBA '87D, who invited seven top hospitality industry investors and executives to discuss headline-making trophy asset deals. The discussions were lively, covering emerging markets, prices paid, mistakes made, return drivers and the surprisingly wide range of opportunities still to be explored.

**Glamour & History** Real estate holdings and hotels are attractive to cash-rich investors, particularly “trophy hotels”. They usually have outstanding architecture or a prime location. Often, the asset has a historical cachet or storied past.

The prices paid suggest that emotion rather than rational thought is a driver, but panelists maintained that it is cool calculation that underlies decisions, with scarcity being one of the strongest influences on pricing. While all agreed decision-making is rational, opinions were split on criteria. They were also split on whether or not

trophy asset prices had peaked by summer 2014.

### Distinguished Speakers

The two expert panels included: Bruno H. Schöpfer, Managing Director, The Bürgenstock Selection; Laurent Dusonchet, MBA'08J, Managing Partner, Avangard Advisory; Antoine Hubert, Board Delegate, Aevis Holding SA; Dr. Timo Grünert, CFO Oetker Collection; Takuya Aoyama, VP Acquisitions & Development with Hyatt International, Benoît Etienne Domenget, COO Accor Switzerland, Jean-Gabriel Pérès, CEO Movenpick Hotels.

The audience hailed from family offices, corporate finance boutiques, investment advisory units, hoteliers, legal advisors, and alternative asset managers.

June 2014

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### See report:

Prestige and Property  
[www.insead.ch/?p=3334](http://www.insead.ch/?p=3334)



Buying a company is not as romantic as one expects, and yet being a bit of a dreamer is important.

Roger Kollbrunner (MBA'97J), founder of Novus Partners

**Salon Conversations 2014**, Zürich Chapter





POLO GSTAAD  
August 16, 2015 Geneva Chapter



THE CULTURE MAP ERIN MEYER  
March 11, 2015 Zürich Chapter

VISIT TO CERN  
January 17, 2015 Geneva Chapter



INSEAD VERBIER SKI WEEKEND  
January 23, 2015 Geneva Chapter



SALON CONVERSATIONS  
October 22, 2015 Zürich Chapter







ARTGENÈVE TOUR & COCKTAILS  
January 29, 2015 Geneva Chapter



IAA GALA DINNER & DANCE  
November 7, 2015 Zürich Chapter



BASEL GOURMET DISCOVERY  
DINNER AT MATISSE  
March 12, 2015 Basel Chapter



VISIT TO AUDEMARS PIGUET  
November 25, 2015 Geneva Chapter



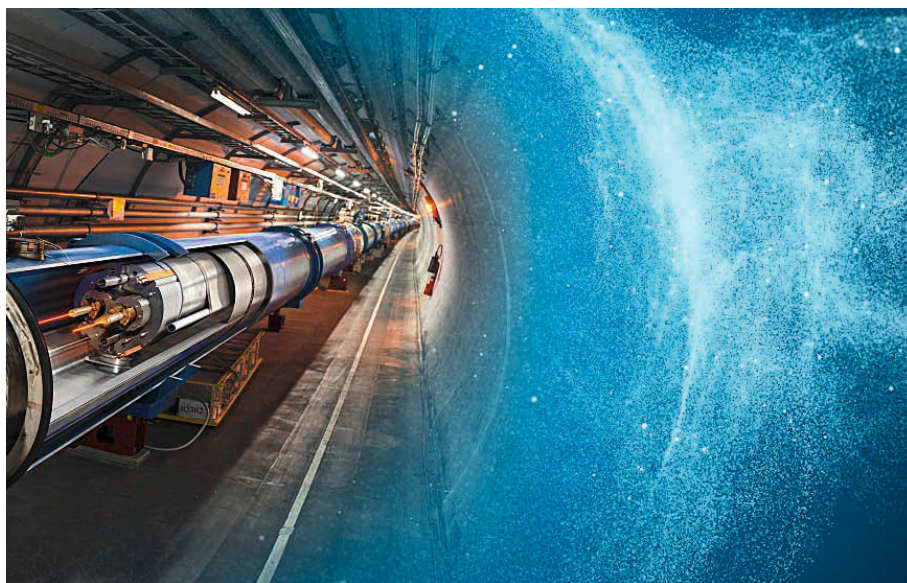
VISIT TO STARMIND  
November 19, 2015 Zürich Chapter



# EVENTS 2016

Truly unique events, truly Swiss  
traditions and many opportunities to  
spark inspiring conversations





On-site tours offer a rare opportunity to see fascinating places and meet interesting leaders in the Swiss ecosystem.

The annual event programme always includes visits to uniquely Swiss places and companies. Recent tours include Skyguide, in both Geneva and Zürich, the International Red Cross Museum, ArtBasel, Google and CERN (pictured above). This year Alumni will tour several Swiss watchmakers, following the popularity of visits to Piaget and Audemars Piguet last year. The first is a visit to **Hublot Manufacture** in Nyon for a tour and introduction from Jean Claude Biver, CEO of both Hublot and LVMH Watch Division.

## February 10, 2016

Geneva Chapter

Further information –

[www.insead.ch/?p=5736](http://www.insead.ch/?p=5736)

Photo Credit © 2005-2016 CERN

## January 28, 2016

Geneva Chapter

**art genève Tour & Cocktails**

The 3<sup>rd</sup> annual art lovers event with a draw for VIP passes for free entry to dozens of special installations across the city.

Further information –

[insead.ch/?p=5988](http://insead.ch/?p=5988)

## Mar 9, 2016

Geneva Chapter

**INSEAD REFRESH Networking**

**Lunch** Every 2<sup>nd</sup> Wednesday of every 2<sup>nd</sup> month at Auberge La Mère Royaume at noon.

Further information –

[insead.ch/?p=6227](http://insead.ch/?p=6227)

## April 4, 2016

Swiss Healthcare Club (CHIC)

**Digital Health Conference** with panel discussions with industry leaders & experts at Bristol-Myers Squibb in Cham.

Further information –

[insead.ch/?p=6249](http://insead.ch/?p=6249)

## November 24-25 2016

IN-BOARD Programme

**IN-BOARD** kickoff event for the **2016/17** modules in Fontainebleau (two intakes)

Further information –

[bernhard.escher@juliusbaer.com](mailto:bernhard.escher@juliusbaer.com)



## CREATIVE & DEDICATED VOLUNTEERS

Promoting INSEAD and serving  
thousands of Alumni across the country  
with their energy and enthusiasm



**Basel Chapter President: Marc Galin**, MBA '99J, Director Sales, JetAviation Serving about 275 Alumni, the Basel volunteers organise several events per year, often liaising with other top business schools to get a larger group. The team creates truly unique business and social events that provide an insider-like experience for alumni in the Basel region. For example, the popular ArtBasel cocktails & tours.

**Geneva Chapter President: Ludovic Choppin**, MBA '12D, Business Development Manager, Soleil Vie We develop ties within the INSEAD Romandie community through learning or social events, and between it and other b-schools, such as IMD and EPFL. Learning events leverage local expertise such as the watchmaking industry, the local startup ecosystem and CEOs (such as TetraPak, Red Cross, Novartis, Piaget, Xeltis). Social activities enable discovery of premium venues and happenings, such as Art Geneva (modern art exhibition), Tennis Club de Genève and Société Nautique de Genève (summer lunches), Cercle de la Terrasse (debate on role of central banks 2015) and Gstaad for polo. New career events for alums are planned for 2016.

**INSEAD Private Equity Club (IPEC) President: André Aubert**, MBA '00J, Partner, LGT Capital Partners. IPEC is a global Private Equity initiative, serving 250 alumni interested in PE. More than a dozen events have been organised in Zürich and Geneva since launching in 2009 with topics such as Venture Capital, Alternative Asset regulations and Asian Investment.

**Swiss Healthcare Industry Club (CHIC) President: Aleks Ruzicic**, MBA '07J, Partner, Executive Insight CHIC expanded its committee in 2015 and organised several events, such as Identifying The Right Talent In Healthcare, Life Long Learning with INSEAD Professor Marcel Corstjens and Healthcare Treks. A "Digital Health" event is scheduled in April with the Canton of Zug and the Technologie Forum Zug. To co-organise a healthcare event, please contact a.ruzicic@executiveinsight.ch

**Ticino Chapter President: Roberto Italia**, MBA '94J, Advisor to Cinven Partners Italy An afternoon conference on the topic of entrepreneurship is planned for 2016.

**Zürich Chapter President: Alexander Wyss**, MBA '01D, Partner, Baker & McKenzie Zurich New volunteers

organised events that revved up alumni social calendars in 2015 with a sold-out Salon Conversations, a pre-premier of the new James Bond film, and several after work drinks, including an art photography event. The chapter also hosted INSEAD's Dean Mihov, Professor Erin Meyer and delegates from the International Alumni Association. Learning events with INSEAD professors and expert panels are planned for Zürich alumni in 2016.

**INSEAD Swiss Board** With its twelve members, including four chapter presidents and two industry club presidents (pictured left), the committee is dedicated to promotion and development of INSEAD and the Alumni community in Switzerland. It welcomed several new volunteers in 2015 and strengthened the membership base.

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## IAA and National Committee Details

### National Alumni Association

President Switzerland	Board members
Richard Bissonnet	André Aubert (8)
President Zurich	Dorothee Deuring
Alexander Wyss (2)	Bernhard Escher (6)
President Basel	Matthias Frieden (11)
Marc Galin (10)	Kira Heizer (3)
President Geneva	Andrew Hunziker (7)
Ludovic Choppin (5)	Chandra Leo (9)
President Ticino	Brigitte Reverdin (12)
Roberto Italia (4)	Aleks Ruzicic (1)

«The job is not to stay for as long as possible. The job is to do the job for a period of time, to leave a company that is better than the one you received and can continue to grow and do well.»

Tidjane Thiam, MBA'88J, quoted in the NY TIMES



**T**idjane Thiam (53) was appointed CEO of Credit Suisse (CS) in March 2015. In July, he was named to the Executive Board. Swiss media reported extensively about the plans for one of the world's leading investment banks, private bank and wealth manager.

**Foundation for Growth.** The strategy will require raising CHF 6 billion in capital and cutting CHF 3.5 billion in costs by the end of 2018, according to swissinfo. Investments will be made in expanding operations in Asia and emerging markets, specifically targeting newly wealthy entrepreneurs. In Europe, the wealth management business will be grown. And in Switzerland, the aim is to create a universal bank that will invest significantly in

new product and service development, including acquisitions.

A minority interest IPO for CS Switzerland is planned by the end of 2017.

By the end of the restructuring in 2020, CS intends to generate significant returns to shareholders, which were itemized in the CS 3Q15 financial report.

**International Career.** A dual citizen of France and Côte d'Ivoire, Thiam worked for McKinsey, served as a government minister in Côte d'Ivoire, and was the CEO of both Aviva and Prudential before joining Credit Suisse. He is the father of two grown children.



**Anat Bar-Gera, MBA'87D**

**New venture for serial entrepreneur**

Anat Bar-Gera has just co-founded Cyverse AG, a firm specialising in bringing best in class cyber-security technology from Israel, Silicon Valley and other areas to Europe.



**Reinold Geiger, MBA'76**

**Four decades of nature-inspired growth**

The Chairman and CEO of L'Occitane Group is celebrating the 40th anniversary of his natural cosmetics company, which now generates annual revenues of EUR 1.2 bn, employing 8000.

**Patrick Firmenich, MBA'90J**

**New member of the board**

Patrick, who is the Vice-Chairman of Firmenich, the 120-year old privately owned flavour and fragrance manufacturer, joined the Board of Jacobs Holding.



**Jens Alder, MBA'87J**

**New Board Chairman Alpiq**

Jens Alder is now Chairman of the Board of Alpiq, the Swiss utility. He serves on several boards as well, following a long career as a telecom industry CEO.



**Johann N. Schneider-Ammann, MBA'83J**

**Primus inter pares**

Johann Schneider-Ammann is the new President of the Swiss Confederation, heading up the seven person Federal Council, in addition to serving as Minister of the Federal Department of Economic Affairs, Education and Research (since 2010).

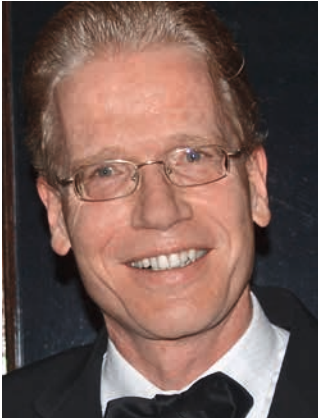


**Christoph Lindenmeyer, MBA'83J**

**New board appointment**

Christoph Lindenmeyer who is Chairman of the Board of Schindler Management, the global people-moving company, has been appointed Chairman of International Relations at economiesuisse.

## The INSEAD Alumni Fund rallies alumni around the world to support the school's advancement.



Despite having the word “fund” in its title, the INSEAD Alumni Fund (IAF) is not a fund. It is an organisation catalysing donations that are critical to the school's annual income from alumni around the world. Most of the money raised finances scholarships and the rest is allocated to realising a range of important infrastructure projects at the school's three campus locations, such as the creation of the Leadership Development Centre in Singapore.

The newest investment attracting donations is the redevelopment plan of the Fontainebleau campus, a EUR 3 million project mandated to architects Herzog & De Meuron of Basel, to improve the grounds and buildings.

**Four Alumni Recognized in Zürich** Since 1987, INSEAD's lasting gratitude to alumni donors is symbolised by the Salamander awards. There are four of them: Platinum (EUR 200K), Gold (EUR 100K), Silver (EUR 50K), and Bronze (EUR 5K). There were a total of 90 new Salamanders recognised by INSEAD in 2015. Four Salamanders were awarded by Leonidas Los, MBA'75, Chairman of the INSEAD Alumni Fund and Dean Mihov at the INSEAD International Alumni Association bi-annual meeting that was held in Zürich in November 2015.

The recipients (pictured here) were Bernd Reuther (MBA'89J Switzerland), Guillaume Loth Demay (YMP S/F'05Sep France), Gérard Despinoy (MBA'95J France), and Graham Hastie (MBA'95J Singapore).

The ceremony was moderated by Joanne Shoveller, Associate Dean, Advancement and Alumni Relations.

**Geneva Event** This year Brigitte Reverdin, MBA'81, the IAF representative for the Suisse Romande, is organising with other alumni from Geneva a Full-Moon Party fundraising event on September 16, 2016 at the Société Nautique de Genève to support new scholarships for European MBA candidates.

**Dorothee Deuring** (r),  
MBA'96D  
IAF Global Director



Further information:  
[giving.insead.edu/gift](http://giving.insead.edu/gift)





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[www.notenstein-laroche.ch](http://www.notenstein-laroche.ch)

## SWISS IN-BOARD PROGRAMME

Promoting INSEAD's principle of life-long learning, the INSEAD Board (IN-BOARD) Initiative is an executive education programme organised by the International Alumni Associations. It is targeted at those who will serve on boards of SMEs and listed corporations. Registration for the next edition will be announced Q3 2016.



INSEAD Professor Erik van de Loo & Jaap Winter (pictured above) lead the kick-off weekend in Fontainebleau. They introduce IN-BOARD participants from the Belgian, Dutch, German and Swiss Alumni Associations to topics such as board dynamics and board effectiveness. Local modules on Legal, Strategy, HR, Accounting & Auditing and Startups are offered by top-level professional service firms in a series of Zürich-based workshops, tailored specifically to the Swiss corporate environment as shown in the calendar here for 2015/16 intake.

**Nov 19–22 2015**

Board Dynamics @ INSEAD  
Fontainebleau (two intake dates)

Kickoff INSEAD with Eric van de Loo

**Jan 14, 2016**

Zürich

Legal. Baker & McKenzie, Zurich

**Feb 26, 2016**

Strategy. McKinsey & Company, Zurich

**Apr 7, 2016**

Zürich

Human Resources. Egon Zehnder, Zurich

**May 19, 2016**

Zürich

Accounting & Audit. PricewaterhouseCoopers

**June 23, 2016**

Zürich

Startups. Balz Roth & Peter Pfister

Each Zurich module takes place from 2pm to 6pm and concludes with a networking dinner.

Price CHF 6,000. Includes fees and networking dinners; does not include travel expenses and hotel accommodation.

Limited to 15 participants

Contact Bernhard Escher MBA '10J ([bernhard.escher@juliusbaer.com](mailto:bernhard.escher@juliusbaer.com))

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