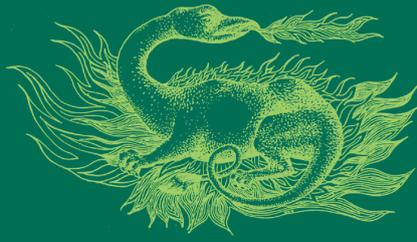


INSEAD

Alumni Association
Switzerland

AN
NUAL
MAGA
ZINE
2019





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

Publisher: INSEAD Alumni Association Switzerland
events@insead.ch

Art Direction and Printing: Abächerli Media AG, Sarnen
Cover photo: Mount Titlis, Lucerne, istockphoto

Project Management & Content: Valerie Thompson
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INSEAD alumni in Switzerland are inspiring, impactful, and influential. When and where can you better experience that than at the upcoming INSEAD Alumni Forum Europe in Geneva on 14-15 June?

The purpose of INSEAD is business as a force for good. We implement this broad goal by facilitating networking among alumni, promoting INSEAD, maintaining close ties between the school, its faculty, students and alumni, and providing assistance to INSEAD in areas where alumni are involved, helping, for example, in fundraising.

Networking and Lifelong Learning

We strive to organise quality events that are simultaneously enriching and offer the opportunity to connect. Last year, we offered a new record number of events (more than 70) to our 2,400 alumni in Switzerland, including company visits, high profile speaker events, and joint events with other top B-Schools. Many were organised by new volunteers. I am very pleased to announce the formation of the new Swiss chapter of the Global Entrepreneur Club which will no doubt add value to the spectrum of events.

We continue to offer special formats such as the INBOARD Directorship Initiative and the INSEAD Women in Business Mentoring. Now in its second edition, it has touched the lives of more than 120 alumni. We are also launching a Leadership Check-up Series in 2019, featuring Prof. Vincent H. Dominé, INSEAD Adjunct Professor of Leadership.

INSEAD Alumni Forum Europe in Geneva

Maintaining a strong connection to INSEAD and its values is at the core of many of our activities. A fabulous example is the INSEAD Alumni Forum Europe, held for the first time in Switzerland. I am confident it will be a great success where we can present ourselves to the INSEAD global community. If you have not already booked an early-bird ticket, I advise doing so, as soon as possible.

I would like to express my gratitude to my fellow Swiss committee members, as well as present and past volunteers, for their inspired service and commitment. Finally, I am looking forward to announcing very soon an upgrade to our blog www.insead.ch and to seeing you at one of the exciting events this year.

Alexander Wyss – President
INSEAD Alumni Association Switzerland

At INSEAD, our purpose is clear. We work to advance business as a force for good.

What is our purpose in today's world? Every organisation needs to ask this question – not to differentiate their brand or identity, but to guide their principles, decisions and actions. Like a compass, purpose helps an organisation navigate a rapidly changing landscape and increasingly complex world. At INSEAD, our purpose is clear: We work to advance business as a force for good. In the past year, that purpose has led us to concentrate on a number of initiatives and investments that serve the greater good.

Hoffmann Global Institute for Business and Society In August, a €40 million gift from André Hoffmann and his wife Rosalie enabled INSEAD to establish the Hoffmann Global Institute for Business and Society. This ground-breaking institute is focused on addressing critical problems at the intersection of business and society. It has seven priority areas: ethics, gender balance, humanitarian operations, social impact, sustainability, tech for good and wealth inequality.

A Force for Good: The Campaign for INSEAD INSEAD is heralding a new era for the school with its ambitious fundraising Campaign, A Force for Good. With a goal of raising €250 million by 2023, the Campaign supports our work to develop the next generation of global business leaders who will tackle world-scale problems and advance business as a force for good.

Giving Day 2019 Great things happen when our community comes



together. Giving Day is a collaborative effort of the INSEAD Alumni Fund, INSEAD Alumni Association and the school. The third-annual Giving Day took place on 12 March 2019 with great results.

INSEAD Alumni Forum Europe 2019 How can today's leaders drive social progress and deliver economic performance? The Alumni Forum Europe 2019, "Leading with Purpose," will discuss and debate this question in Geneva on 14–15 June. This year's forum is organised with the help of an exceptional group of volunteers from the National Alumni Association of Switzerland, and we're grateful for their leadership.

Promoting lifelong learning Your lifelong learning is our priority, and we continue to expand our online and executive education

programmes to support you on this journey. See the complete portfolio at inse.ad/lifelong-learning. In addition, we recently appointed Anne-Ev Enzmann MBA'01D to the new role of Director of Lifelong Learning to further enhance these offerings.

Beyond these initiatives, purpose drives the work of our alumni – some of which you'll read about in this issue. To these purpose-driven leaders, and so many others in our global community: Thank you for serving as a force for good.

Ilian Mihov – DEAN INSEAD



High-Achieving INSEAD Cases Recognized by The Case Centre in 2018

Thirteen INSEAD cases were among The Case Centre's most popular of 2018, two more than last year. In addition, five authors received awards from The Case Centre for excellence in a range of categories. The Case Centre is the global organisation dedicated to promoting the case method in management education.



INSEAD Launched Its Largest Ever Fundraising Campaign

The gala global launch of The Campaign for INSEAD: A Force for Good took place in Singapore in November at Gardens by the Bay. With a target of €250 million, this capital campaign is the school's most ambitious to date. Pictured here are Ilian Mihov, Dean of INSEAD (l), with Rémy Best (r), Chair of the INSEAD Campaign Board.



Successful INSEAD Sustainability Events in Davos

INSEAD was present at the World Economic Forum in Davos, Switzerland in January 2019. The fully-booked panel discussions, organised by the INSEAD Hoffmann Global Institute for Business and Society, brought together business and academia in the Sustainable Development Goals (SDG) Tent to inspire solution-oriented action on how to achieve the globally agreed SDGs.

EVENTS 2018

Discovering and sharing
experience across
Switzerland



Mark Stabile, INSEAD Professor of Economics, engaged Swiss alumni with new ideas about income inequality in a digitalizing world

Participants at this well-attended evening conference discovered the latest data, trends, theories, and thinking on income inequality, including a discussion about skills, productivity, and business as a force for good.

Professor Stabile is the Stone Chaired Professor in Wealth Inequality, which is part of the new Hoffman Global Institute for Business and Society at INSEAD. He was invited to Zurich by event organisers Richard Bissonnet, MBA'81, and Outi Raty, MBA'02J.

Data shows that there has been a rise in income inequality since 1980 and it is a global phenomenon. The top 1% is getting

wealthier faster. While globally poverty has been decreasing with more countries benefitting from economic expansion than in the past, the income levels among the lowest earners have been stagnant in several mature economies. These trends are having a political impact.

There is significant debate amongst economists about the causes of income inequality. Professor Stabile highlighted four that have garnered some consensus. For example, globalisation means companies moving jobs, with some regions gaining, but others losing. Solutions to influence poverty levels and reduce the gap between the wealthiest and poorest are also varied, depending on

the maturity of the economy, and the tools available. Some feel it is the responsibility of businesses to drive change, others feel it is all up to government policy.

Can business be a force for good? To leave business out of the equation in finding a solution would be to lose a really important tool.

Business leaders make policy decisions affecting inequality: hiring and firing policies, corporate taxation decisions, and internal mobility decisions, along with environment and sustainability policies.

August 2018

See report:
insead.ch/archives/2027

Refreshing the INSEAD spirit and experiencing the Swiss ecosystem



Swiss RTS Broadcasting Experience

Geneva Chapter

The visit to Radio Télévision Suisse (RTS) provided an insider's view of the organisation housed in one of Geneva's most emblematic buildings. A tour of RTS studios, including the main news studio, was followed by a presentation by Pascal Crittin, CEO of RTS. He spoke about the impact of "No Billag", a popular initiative that challenged the existing funding scheme of Swiss public television and media.

The initiative was rejected by the majority of Swiss voters in March 2018 but polls at the start of the campaign were trending the other way. Pascal Crittin described how RTS defended the funding, communicating to demonstrate the value of publicly funded media. He said that the campaign opened discussion about how money is

spent and increased the pressure to provide even better services. He also described adopting social media as part of the RTS service offering.

Afterwards, a light lunch was held on the tenth-floor affording spectacular views of the city. Darius Ro-

chebin, a broadcast veteran, joined and shared experiences, an interview of Russia's Vladimir Putin being probably the most notable. The fully-booked and memorable event was organised by Georges Kiener, MBA'82, Vice President of the Geneva Chapter.

June 2018

See details on insead.ch/archives/10535



Explore DuPont Innovation Center

Geneva Chapter

[INSEAD alumni visited DuPont's Innovation Center in Meyrin to learn about the new DuPont.](#) Participants came from a diversity of professional backgrounds, ages, and interests, which led to a lively discussion with the speakers Dr. Simone Arizzi, DuPont Switzerland Country Leader, Technology & Innovation Director EMEA, and Alessandra Bonvini, DuPont Geneva Innovation Center Leader. Since the mega-merger with Dow Chemical two years ago, a significant amount of effort has been devoted to portfolio optimization. Three companies emerged from the merger: Corteva, Dow, and DuPont. DuPont is the specialty products, technology-based materials, ingredients, and solutions company. Its products range from high performance plastics and highly innovative materials to electronics and personal protection materials.

[Collaboration Strategy.](#) Innovation is done with customers, not for customers. The collaborators work towards the best business model and transfer of technology to customers and partners. Innovation to reach sustainability goals includes new materials that are lighter, easier to manufacture, and ultimately

more energy efficient food technologies that reduce waste, as well as water and renewable energy products and solutions.

The event was organised by Ingrida Elijosiute, IEP'07, Geneva Chapter Committee Member.

November 2018

See report:

insead.ch/archives/12075

Central banks have taken notice of cryptocurrencies and Bitcoin. A few have even announced digital currency and blockchain projects. The interest is in part driven by the electronic and card payments trend.

Bitcoin is the best known but there are hundreds more tokens and coins. To provide a context on how they compare to other forms of money, Bech uses a helpful Venn Diagram, dubbed the "money flower".

Central banks are interested in the advantages that cryptocurrencies and digital currencies offer, including Blockchain. Topics like privacy, security, efficiency improvements, and monetary policy are being researched, tested and evaluated.



What are central bank cryptocurrencies?

Basel Chapter

[Everyone knows what cryptocurrencies are, but what is a central bank cryptocurrency?](#) That is the "deceptively simple" question that Morten Bech of the Bank of International Settlements (BIS) answered at a well-attended evening conference in Basel, organised by Marc Galin, MBA'99J, Basel Chapter President, and Steven Morales, GEMBA'10.

March 2018

See report:

insead.ch/archives/11016



Mastering Private Equity INSEAD Professor Claudia Zeisberger

IPEC

Private equity is breaking fundraising and divestment records, creating billion-dollar ventures, and attracting new entrants like never before, INSEAD Professor Claudia Zeisberger reported to INSEAD alumni in Zurich. Practitioners now invest capital in a much larger variety of privately-owned assets, such as infrastructure, real estate, distressed and secondaries. She said that the term "private capital" is more apt today than the traditional term "private equity".

There is an increasing number of mega-funds being raised globally, driven by private equity funds returning cash to LPs. Venture capital is breaking records too, and corporate venture investment activity is at an all-time high. As a result, valuations are rising too. Startups can afford to stay private longer.

Professor Zeisberger described Chinese venture capital trends. A study of venture capital deal activity based on the company location

shows that China already dominates the Asian venture capital market, far ahead of India or any other Asian country. What is more, China now rivals the US as a hub of venture capital investment.

China's ability to benefit from venture capital investment and create global tech giants is fundamentally sound in terms of talent, public policy and industry.

The evening conference was booked to capacity. It was organised by Martin Spirig, MBA'06J, IPEC Switzerland President.

May 2018

See report:

insead.ch/archives/11227

mature companies in well-established industries. Patrick Hunger is CEO of Saxo Bank Switzerland, a 26-year-old Danish bank and trading technology company, Marc Holitscher is CTO of the Swiss subsidiary of Microsoft, the 43-year-old global software and hardware company, and Alexander Wyss is a Partner at Baker McKenzie, a 69-year-old global law firm. (Photo from l to r: Reto Gygax, Zurich Chapter President; Marc Holitscher, Patrick Hunger, Richard Bissonnet (Moderator and event organiser), Alexander Wyss.)

Clearly, businesses, even ones that sell complex technologies and high-value knowledge-based services can reap the benefits of new AI and digital technologies but a high degree of client-centricity and collaboration within the organisation are important.

AI and digital can indeed be used to make workplaces more conducive to work and collabora-

tion. But inherent weaknesses in each technology in the context it will be used must be considered (e.g. some algorithms are biased). Knowledge workers using new applications also require an under-

standing of underlying technology, such as machine learning.



When Executives Turn Digital

Zurich Chapter

Three executives talked about their digital journeys at a sold-out event at Saxo Bank's Trading Lounge. The speakers came from

June 2018

See report:

insead.ch/archives/4157



Charity Bike Ride for Children & Picnic on Lake of Zurich

Zurich Chapter

More than sixty Swiss Alumni and friends contributed to buying bikes for street children in the care of two Lebanese non-governmental organisations (NGO), the Association du Foyer de l'Enfant Libanais (AFEL) and the Lebanese Red Cross. The effort was driven by Zurich chapter volunteers Cyrille Ghorayeb MBA'13D, Nia Stoykova MBA'10D, Lorenzo Villa MBA'17J, Radoslav Vasilev MBA'12J, and Simone Businaro MBA'13J.

The team organised the fundraising that featured a charity bike ride around Zurich, followed up with a picnic by the lake. By engaging additional donors beyond the alumni community, the team gathered a total of USD 6,350, which enabled the purchase of a total of 35 bikes and 35 helmets, bought locally and delivered to the NGOs.

A Life Beyond Trauma The children to whom the bikes were given come from backgrounds of abuse, trauma and neglect,

children who have not had much chance to engage in playful activity as other children do. The prevalence of children living or working in the streets is a persistent challenge that straddles larger socio-economic and political issues in Lebanon and surrounding countries.

It is hoped that the bikes contribute to the children's mental health and learning, providing them with moments of happiness that will help them rise above their current circumstances. According to Cyrille Ghorayeb, another charity event is planned for 2019. You are welcome to get in contact with her bringing ideas or causes. A video on Google Drive documents the entire journey, including delivery of the bikes drive.google.com/open?id=1CzaHEl-7NuJx2-ug_tUSHE4_UHnvmG7n

August 2018

See event details on

insead.ch/archives/11274



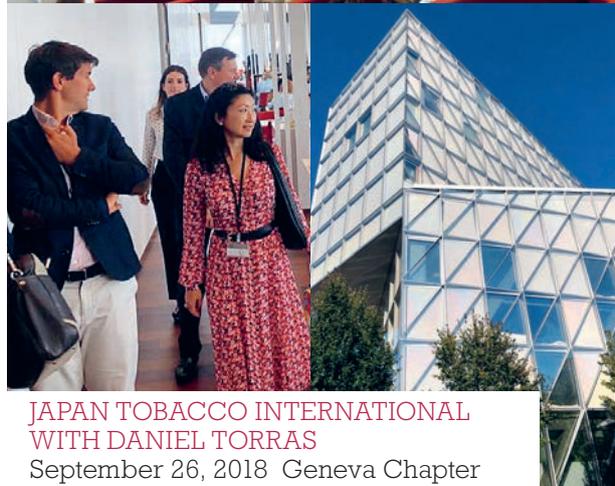
ART GENEVA TOUR
January 31, 2019 Geneva Chapter



GAME CHANGER WORKSHOP
April 11, 2018 Zurich Chapter



CHOPARD PASSION FOR EXCELLENCE EXPERIENCE
September 20, 2018 Geneva Chapter



JAPAN TOBACCO INTERNATIONAL
WITH DANIEL TORRAS
September 26, 2018 Geneva Chapter

SUMMER LUNCH & ANNUAL MEETING AT SOCIÉTÉ NAUTIQUE DE GENÈVE
August 23, 2018 Geneva Chapter



INSEAD VERBIER SKI WEEKEND
January 19, 2019 Geneva Chapter





FUELING CREATIVITY WITH MAXIMILIAN BÜSSER
August 23, 2018 Zurich Chapter

CHOCOLATE EXPERIENCE:
PHILIPPE PASCOËT
December 5, 2018 Geneva Chapter



ALTERNATIVE EQUITY INVESTMENTS –
PROFESSOR THEO VERMAELEN
February 20, 2018 Ticino Chapter



STATE OF THE PRIVATE EQUITY
INDUSTRY + EXPERT PANEL
April 10, 2018 IPEC



SONYA YONCHEVA CONCERT AT LE ROSEY WITH CHRISTOPHE GUDIN
November 23, 2018 Geneva Chapter



ANNUAL GENERAL MEETING AT LE RICHMOND
September 21, 2018 Swiss National Alumni Association



Mentoring influences professional and personal development



The second edition of the INSEAD Women in Business Club's Swiss Mentoring Program is underway in 2019. It is well on its way to achieving a higher participation rate than the pilot program which attracted sixty alumni. A survey conducted afterwards revealed a high level of satisfaction with the program, 100% of respondents supported continuing the program and 93% said they would recommend it to other alumni.

INSEAD women graduates are strongly encouraged to become mentees and mentors but mentoring is open to all genders and all generations. The gender balance ratio is near 50/50 across both chapters' mentee and mentor pools.

Personal and Professional Development

Mentoring is a voluntary non-profit relationship aimed at the development of the individual, both professionally and personally, in which two persons are involved (Mentor & Mentee). Mentees are not restricted to new graduates only, it is also designed for alumni going through a significant career transition.

A Mentor provides informal guidance to the Mentee to help her/him carry out significant transitions in the level of knowledge, work and way of thinking; the objective is to enable the Mentee to fully apprehend her/his current role, his/her potential and foster personal and professional development.

The Swiss IWIB club is led by Laurence Amand-Jules, IWIB President Geneva and Mafalda Tenente, IWIB President Zurich. They have support from volunteers Mary Antenen, IWIB Mentoring Zurich and Anne-Claire Moulin, IWIB Mentoring Geneva. Volunteers are welcome to join and help manage future IWIB Swiss Mentoring Programs.

Further information –
insead.ch/iwib-insead-women-in-business-club-2

SWISS IN-BOARD PROGRAMME

Based on the 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 are or will be serving on boards of SMEs, start-ups and listed corporations.



Kick-off in Fontainebleau each November IN-BOARD begins with a kick-off weekend in Fontainebleau. Professors Erik van de Loo and Jaap Winter introduce 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 selected top-level professionals in a series of Zurich-based workshops, tailored specifically to the Swiss corporate environment as shown in the calendar here for the 2018/19 intake.

November 22–25, 2018

Board Dynamics @ INSEAD
Fontainebleau (two intake dates)

Kickoff at INSEAD with Erik van de Loo

January 17, 2019

Zurich
Legal. Baker & McKenzie

February 28, 2019

Zurich
Strategy. McKinsey & Company

April 4, 2019

Zurich
Human Resources. Egon Zehnder

May 16, 2019

Zurich
Accounting & Audit. PricewaterhouseCoopers

June 20, 2019

Zurich
Startups. Balz Roth & Peter Pfister

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

Price CHF 7,000. Includes fees and networking dinners; does not include travel expenses and hotel accommodation.

Limited to 12 participants

Contact Matthias Frieden MBA'05J

frieden@thefrieden.com

EVENTS 2019

Truly unique Swiss
events and relevant business
conferences



INSEAD Alumni Forum Europe: Leading With Purpose

June 14–15, 2019 Geneva

The INSEAD Alumni Forum Europe welcomes more than 400 global business leaders, INSEAD faculty, and alumni to Geneva to engage with some of the most important topics of our time. Confirmed speakers include Tidjane Thiam, MBA'88J, CEO, Credit Suisse Group, Jean Claude Biver, Chairman of the Board, Hublot, Gilbert Ghostine, CEO, Firmenich, André Hoffmann, MBA'90D, President, MAVA Foundation, and

Beatrice Weder di Mauro, President, Centre for Economic Policy Research. In addition, there are lifelong learning sessions led by top-level faculty, a rich social program and a gala dinner. Discover what it takes to lead today by participating in June!

Further information –
www.insead.edu/events/alumni-forum-europe-2019

March 21, 2019

Geneva Chapter

[Visit Centre d'Art Contemporain](#)

Exhibition: A Few Things I Cannot Leave Behind

Further information –
insead.ch/archives/12506

March 29, 2019

Basel Chapter

[Derivatives on Blockchain: What's Next?](#)

Learn about blockchain in financial markets & other industries.

Further information –
insead.ch/archives/12372

April 3, 2019

Swiss NAA

[IAA Switzerland Leadership Check-up Series 2019](#)

The four-session leadership development series

Further information –
insead.ch/archives/12353

May 23, 2019

Swiss NAA

[Annual General Meeting \(AGM\)](#)

The 2019 Swiss INSEAD Alumni Association AGM is in Basel

Further information –
insead.ch/archives/12379

INSPIRED VOLUNTEERS

Promoting INSEAD and serving Alumni
across Switzerland with dedication and
creativity



Basel Chapter**President: Marc Galin, MBA'99J**

The Basel chapter hosts several events per year, serving about 440 alumni in the area. In addition to regular after-work social events, premium business events feature panel discussions or keynote speakers. Lately, hot topics include blockchain and career development strategies.

Geneva Chapter**President: Mina Draganova, MAP'17J**

The Geneva chapter volunteers bring the INSEAD Romandie community a rich mix of well-attended learning and social events, sometimes partnering with other leading alumni clubs in the region. The chapter develops Geneva ecosystem ties with on-site visits to iconic brands, such as SWISS Airline, Tesla, Vacheron Constantin, DuPont and Chopard. Social activities include, the Art Geneva exhibition tour, concerts at Le Rosey, champagne tasting, cheese fondue dinners, and after-work social events. On Instagram **@insead_alumni_geneva** find dynamic updates and highlights.

Ticino Chapter**President: Alessio Ascari, MBA'94J**

Offering the Swiss Italian region social and business events, its regular social events in Lugano attract a variety of participants. Its most recent premium knowledge event invited experts from academy and industry experts to a panel discussion about alternative equity investments. It also forms ties with other alumni communities in the Northern Italian region.

Zurich Chapter**President: Reto Gygax, MBA'13D**

Lifelong learning and networking are strong themes for the Zurich chapter. Last year's highlights include a bike ride for charity, several premium knowledge events

on the impact of digitalization on business and society, fueling creativity and career change. Activities to renew friendships and network are realized at regular after-work drinks and random dinners.

Entrepreneurship Club**President: Bernhard Escher, MBA'10J**

The Swiss Entrepreneurship Club launches in 2019 as a platform for networking and exchange among the INSEAD entrepreneurial community in Switzerland. Given that about half of all INSEAD alumni run their own business at some point, the Club will host one to two events per year about different aspects of entrepreneurship, for example transitioning from the corporate world, creating a successful business in Switzerland or giving back by becoming a business angel. It is led by Bernhard Escher, who established the highly successful Swiss IN-BOARD program and Alessio Ascari, the Ticino Chapter President and a start-up founder. Volunteers are welcome to e-mail bernhard.escher@juliusbaer.com.

INSEAD Private Equity Club**President: Martin Spirig, MBA'06J**

Since 2009, IPEC enables Swiss alumni in the Zurich and Geneva areas to learn about private equity,

keep up-to-date on the industry, and be informed about trends, challenges, and opportunities. IPEC events are an opportunity to network with entrepreneurs, experts, and leading private equity practitioners.

INSEAD Women in Business Club
Co-Presidents: Laurence Amand-Jules, MBA'99D & Mafalda Tenente, MBA'06J

The IWIB, founded in 2017, hosts regular networking events in Geneva and Zurich, often inviting inspiring speakers. It extends networking opportunities by collaborating with like-minded women's networks, such as Advance in Zurich. It also manages the highly valued Swiss IWIB Mentoring Program in Switzerland.

Swiss Healthcare Industry Club (CHIC) President: Aleksandar Ruzicic, MBA'97J

The CHIC team, including Vice Presidents Arul Ramadurai, MBA'05J and Laurent-Dominique Piveteau, MBA'01D, hosts one to two events a year. Besides a premium knowledge event in Lausanne, it organised a popular Novartis Campus Visit in 2018.

Swiss Committee

The Swiss committee leads the association serving the INSEAD alumni community in Switzerland.

Swiss National Alumni Association Committee**President**

Alexander Wyss (1)

Vice President

Philippe Mauron (2)

Treasurer

Monika Naef (3)

IN-BOARD Leader

Matthias Frieden (4)

Swiss IAF President

Brigitte Reverdin (5)

Ex-Officio

Richard Bissonnet (15)

Chapter Presidents

Marc Galin (6)

Mina Draganova (7)

Alessio Ascari (8)

Reto Gygax (9)

Club Presidents

Bernhard Escher (10)

Martin Spirig (11)

Laurence Amand-Jules (12)

Mafalda Tenente (13)

Aleksandar Ruzicic (14)

Swiss Scholarship Fund Grows

Donations to the INSEAD Alumni of Switzerland Endowed Scholarship for Swiss candidates grew to €945,734 in 2018 thanks to our generous Swiss alumni. The endowed capital is €903,055 with pledges of €42,679. The Scholarship was launched in 2016 by the Founding Donor Members (see text box right). Since then, many Swiss alumni have contributed to this important goal of the Swiss INSEAD alumni community. We thank them for their overwhelming generosity.

INSEAD has granted two scholarships of €20K each in 2018 and 2019. We are now aiming for a larger endowment that would enable us to offer either two scholarships per year or one large

scholarship. With the INSEAD MBA tuition fee at €82K in 2018, it is expensive for our Swiss candidates.

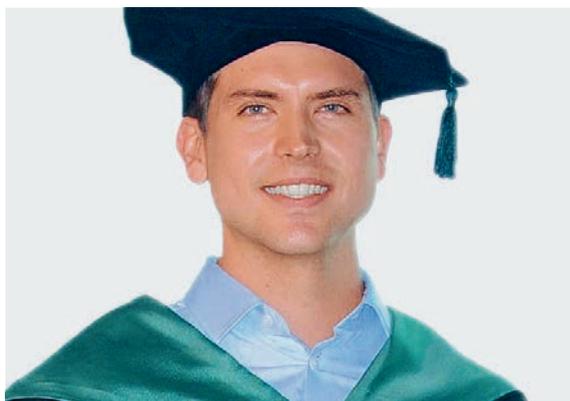
INSEAD Giving Day

INSEAD Giving Day is a global initiative between the INSEAD Alumni Association, IAF and INSEAD. Last year, INSEAD Giving Day resulted in €681,453 in donations from 1,507 alumni around the world. Swiss alumni donated a total of €76,128 (54 donors) of which €5,682 (22 donors) went to the Swiss Scholarship. We are very grateful for the donations and hope for an even higher participation rate this year.

The volunteers leading the INSEAD Alumni Fund (IAF) activities in Switzerland are Brigitte Reverdin, MBA'81 and Richard Bissonnet, MBA'81.

Founding Donor Members Swiss Endowed Scholarship

Luc Argand, MBA'76
 Rémy Best, MBA'93D
 Bertrand Demole, MBA'99D
 Julien Firmenich, MBA'08J
 Patrick Firmenich, MBA'90J
 Reinold Geiger, MBA'76
 André Hoffmann, MBA'90D
 Pierre-André Maus, MBA'96D
 Georges Muller, MBA'65
 Christoph Rubeli, MBA'92D
 Brigitte Reverdin, MBA'81-
 Nicolas Pictet
 Philip Morris International
 Corporate Donor thanks to
 André Calantzopoulos,
 MBA'84D



Michael Vogt, MBA'18D

Scholarship 2018

How did you hear about the Swiss Scholarship? I only heard about the Swiss Scholarship after submitting my application to

INSEAD. An automatic e-mail went out to all applicants with a description of several scholarships one qualified for.

Did getting the scholarship make a difference in your decision to go to INSEAD? I had already decided to go to INSEAD after a campus

visit, before receiving any scholarship. However, the scholarship with the support of the Alumni community gave me an additional confirmation that INSEAD is the right school for me.

Describe some highlights. What is memorable? Best classes for me were certainly all the communication and negotiations classes where I could develop my soft skills. Coming from an engineering environment, I had not yet really leveraged these skills. My best memories are the moments with my study group. Spending time with, and learning from smart and ambitious people from Malaysia, Lebanon, Egypt, Portugal, and Belgium was a personal enrichment for me.

What are you doing now? I graduated in December 2018 and have started working with Schindler. In a new analytics group, I will take on several roles, including strategy and building up a team in Berlin.

Is this different than what you expected to be doing when you started INSEAD? I initially considered moving into management consulting for a few years after the MBA. However, after the summer internship at a consulting company in Zurich, I was not fully convinced. I then decided to find an opportunity where I can create something, either a new business or a product.

What are your future aspirations? I am looking forward to my new position at Schindler. At the same time, I admire entrepreneurs and I have two business ideas in my mind.



Reto Brühwiler

Candidate MBA 19J
Scholarship 2019

How did you hear about the Swiss scholarship? I found out about the scholarship once I researched and planned how to fund my MBA studies; it was great to see that a scholarship for Swiss students had just been established.

Did getting the scholarship make a difference in your decision to go to INSEAD? The recognition certainly added to the very welcoming atmosphere that I felt already at INSEAD while visiting the campus. But the international mindset, world class education and impressive cohort made it an easy choice for me.

What is a highlight or memorable? For me the highlight so far was definitely DASH: People from all possible backgrounds sit together in an amphitheatre in folk dress or traditional costumes, such as flamingo dancers or sumo fighters, in a class about process and operations management. Every single one has a very impressive background and worked

hard to be at INSEAD but we all should not take ourselves too seriously – I find that a beautiful lesson given that most of us will end up in (serious) leadership positions.

What are your future aspirations? When I worked in R&D after my engineering studies, I

noticed that the technical solution to a problem is often only a small part of a complex challenge. As a newly minted business graduate I want to tackle these challenges by understanding the technology, becoming the bridge to the business aspects of a problem, thus combining both worlds.

Further information –
insead.ch/swiss-scholarship
give.insead.edu/iog_ch_en/swiss-endowment-scholarship.html

A lifelong commitment to sustainability in business, society, and nature



André Hoffmann, MBA'90D, turned 60 last year and is showing no signs of reducing a lifelong commitment to sustainability in business, society and nature. In fact, it is growing. Most notable was a donation, in partnership with his wife Rosalie, of a record EUR 40 million to establish INSEAD's Hoffmann Global Institute for Business and Society. At the opening he expressed the hope that the Institute would help future leaders to generate societal and environmental returns alongside the traditional financial returns, while protecting the planet.

Strides in that direction are evident in the Institute's sponsoring aspirational events, such as the Sustainable Development Goals "SDG Tent" at the World Economic Forum in Davos, the two-day social impact ChangeNow International Summit in Paris, and the first ever INSEAD Force for Good conference in Fontainebleau, which attracted 620 business leaders,

students, and prominent academics. André Hoffmann spoke at all these events. Other activity included being an invited speaker at the TEDxHSG Note-to-Self conference; giving an interview on implementing sustainability in a global business on PWC.com's YouTube channel, and receiving the World Wildlife Fund's Duke of Edinburgh Conservation Medal, a recognition his father had also received some 20 years before. André Hoffmann is an active board member of several privately-owned businesses besides serving as the Vice Chairman of Roche Holdings, which has retained a strong family shareholding since its founding 120 years ago. Roche is the third largest biopharmaceutical company by revenue worldwide and a Dow Jones Sustainability champion 10 years running. It is worth noting that the list of André Hoffmann's other board commitments to foundations and non-profit organisations is just as long as the corporate one, if not longer.

Breaking New Ground



Guillaume Grosso, MBA'03D

As the Director, International Business Development & European Strategy at Gavi, the Vaccine

Alliance, Guillaume Grosso belongs to an organization that has had a positive impact on the health of 700 million children to-date, and plans to reach 300 million more by 2020.

In 2018 Guillaume's team broke new ground by expanding the traditional G7 donor base to include innovative partnerships with inspiring entrepreneurs and major corporations.



Mary Antenen, IDP-C'16O

A graduate of IDP and a participant in the Swiss IWIB Mentoring Program with 35 years of experience in banking and finance, including a fintech startup, Mary Antenen was appointed to the board of Caixa General de Depósitos, Portugal's largest bank, in April 2018. She's the second non-Portuguese and the second woman on the bank's board.



Jack Clemons, MBA'94D

The World Wide Fund for Nature (WWF) appointed Jack Clemons to its International board in

November 2017, a move inspired by his experience launching the sustainability program at Bata, when he was CEO of the multinational fashion and footwear retailer.

It is a critical time to be supporting the WWF ahead of the influential Convention for Biological Diversity (COP 15) in China in 2020. He also serves on the board of BCV Group since 2016.



Esther Pfister Sutter, MBA'09D

Esther Pfister made the leap from corporate consultant to startup founder in 2017. Until today Stoffwald.ch fulfilled hundreds of sewing materials orders for over 25 retail partners. Stoffwald's loft-style showroom in Zurich's Binz district is ready for popups and workshops. With a vision of digitally empowering small business owners and women, she's currently raising a seed round to take things to the next level.



Benjamin Delahaye, MBA'08J

Benjamin Delahaye might very well be the first INSEAD alum to become a stand-up comedian.

Since 2016 a desire to share his zest for life is the creative force behind Zurich's "English Stand-Up" at ComedyHaus, serving up a monthly lineup of international and Swiss comics. He also serves as VP of academic affairs for Education First, the education group providing language experiences for over 100K students yearly around the world.



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