

INSEAD

Alumni Association
Switzerland

AN
NUAL
MAGA
ZINE
2020



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 Association Switzerland is one of the most vibrant alumni associations. You can experience this throughout the year in our chapters, clubs or learning initiatives, such as the mentoring and INSEAD Board Training (IN-BOARD) programmes, or Leadership Checkup Series.

Last year was a particularly eventful and successful year for our Association. The volunteers organized more events than ever, including a joint business school conference on sustainability and the UN's sustainable development goals (SDGs). This is aligned with INSEAD's purpose to advance business as a force for good.

The obvious highlight was the **INSEAD Alumni Forum Europe** in Geneva. It took place for the first time in Switzerland and was a truly memorable two-day conference co-organized by INSEAD and our Association. I am not exaggerating by saying that it brought the format of the annual Alumni Forums to a new level.

Volunteers' Phenomenal Effort

We are grateful and proud to have been part of it, and I express my deep gratitude to all amazing volunteers in the Geneva chapter for their phenomenal effort.

Still, our Association has room for improvement. We did a membership survey, and we are currently analyzing our communication strategy and social media appearance. In addition, we are working on a corporate governance system that is aligned with the size and complexity of our Association. You will hear more about it at the next annual general meeting (AGM) in May 2020.

Foundation for Growth of the Association

Succession planning is dear to my heart. Many associations are struggling in onboarding younger members and leadership talent. This problem may be felt in our Association from time to time, but in general, there is a sizeable pool of motivated and talented volunteers who wish to contribute. For this reason I feel confident about stepping down as president of the Association at the next AGM, making room for fresh talent. I will remain on the Swiss committee in an "ex-officio" advisory role.

I thank my fellow Swiss committee members and all volunteers for their continued service and outstanding work. You are a truly amazing group of people!

A handwritten signature in black ink, appearing to read 'A. Wyss'. The signature is fluid and cursive, with a large 'A' and 'W'.

Alexander Wyss – President
INSEAD Alumni Association Switzerland

The world has changed dramatically in the past 60 years: socially, politically, economically and environmentally. At INSEAD, however, our mission has held strong.

The North Star of our school in 1958 still shines bright today. We exist to champion business as a force for good. Over the years, what has evolved is how we bring this mission to life. In the 2018/2019 academic year, we advanced business as a force for good through several different avenues.

Launching the Campaign for INSEAD In 2018, the public launch of the Campaign for INSEAD: A Force for Good was met with enthusiasm and generous support. To date, the Campaign has raised €182M of its €250M goal and engaged 41% of alumni as participants. My deepest thanks to all of our donors.

Establishing the Hoffmann Institute In August 2018, INSEAD established the Hoffmann Global Institute for Business and Society to create knowledge, curricula and outreach that drives social and environmental progress. Importantly, the Institute strives to align INSEAD more closely with the UN Sustainable Development Goals.

Setting New Giving Day Record Giving Day 2019 broke new records, as we received a total of €1.2M from 2,273 donors in 79 countries. New this year, we introduced the INSEAD Hula, an icon representing our dynamic global community, and launched donor challenges, which inspired new levels of support..

Exploring purpose-driven leadership On 14-15 June 2019, together



with the incredibly dynamic group of alumni volunteers in Switzerland, we co-hosted the INSEAD Alumni Forum in Geneva for more than 500 attendees representing 40 nationalities. Themed **Leading with Purpose** the forum explored how leaders can advance social progress while driving economic performance.

In honour of INSEAD's 60th anniversary, we held celebrations around the world during the academic year. To keep INSEAD close to the raison d'être that our founders envisioned, we also used this milestone to reflect on our history and legacy.

The momentum we built in 2018/2019 is set to continue in 2020. In February, we will solidify our global presence with the opening of the San Francisco

Hub for Business Innovation, our first permanent facility in North America. In June, we will convene hundreds of leaders to explore purposeful leadership at the INSEAD Alumni Forum Munich. Later in the year, we will launch the Experts at INSEAD, an on-demand career advising and mentoring programme for alumni. Throughout the year, we will continue to invest in the lifelong learning of our alumni to amplify their impact around the world.

Thank you for contributing to these remarkable achievements. Always together, we are serving as a force for good.

Ilian Mihov – DEAN INSEAD



Gifts Support INSEAD Development

Christoph Rubeli MBA'92D, a partner in Partners Group Switzerland, made his first gift towards the Campaign to endow a Scholarship and to strengthen the Global Private Equity Initiative (GPEI) led by Professor Claudia Zeisberger. Last year he extended his very generous commitment with another gift to help renew the Campus in Fontainebleau.
Photo Credit: INSEAD



High Impact Cases

Five INSEAD case authors moved up the rankings in The Case Centre's top 40 best-selling authors list of 2018/19. INSEAD was also the biggest winner in the 2018 EFMD Case Writing Competition, supported by The Case Centre, with 5 category awards
Photo Credit: The Case Centre.



Alumni Gifts for Environmental Sustainability

Sustainability studies at INSEAD received a boost in 2019. Bianca and James Pitt MBA'94D established a Chair in Environmental Sustainability. The first chair holder is Professor Atalay Atasu. After endowing the Global Institute for Business and Society (HGIBS) in 2017, Rosalie and André Hoffmann MBA'90D offered the Hoffmann Challenge Fund from which Bianca and James' gift 'unlocked' a further donation towards HGIBS. Pictured here is the HGIBS Advisory Board.
Photo Credit: INSEAD

EVENTS 2019

Discovering and sharing
experience across
Switzerland

Leading With Purpose INSEAD Alumni Forum Europe 2019 in Geneva



Andreas Jacobs MBA'90D INSEAD Chairman



André Hoffmann MBA'90D



Alumni Networking Between Sessions



Staffan de Mistura Former UN Special Envoy to Syria



INSEAD and Alumni Teams on Stage

The sixth Alumni Forum Europe took place in Geneva at the Hotel President Wilson in June 2019. More than 500 alumni, INSEAD faculty, and global business leaders, participated over two days on **Leading With Purpose**.

It is a challenge for business to reconcile financial performance, adapting to a tough business environment, and delivering on social progress, yet each speaker and panel discussion delivered

real insights and inspiration.

The INSEAD Alumni Forums, which take place twice a year, are a chance for alumni to stay abreast of latest developments and get to know the host country and regional alumni network.

It is thanks to the many alumni who united with the Forum committees to make it a success (see list below). Gratitude is also due to the sponsors: Credit Suisse,

Pictet, Firmenich, Union Bancaire Privé, UBP SA, Bruellan, Nestlé Nespresso SA, L'OCCITANE Group, Chocolats Camille Bloch SA, L'Etivaz AOP, Swiss International Airlines, Eirini and Leonidas Los, MBA'75.

Steering Committee

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MBA'81, Chair
Rémy Best MBA'93D
Alexander Wyss
MBA'01D
Peter Zemsky, Deputy
Dean, Dean of
Innovation INSEAD

Co-master of Ceremonies

Karine Genevey
MBA'02J
Peter Zemsky
Deputy Dean INSEAD

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MBA'84D, Chair
Christina Pamberg
MBA'97D

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Sophie Bertin MBA'02J

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MAP'17J, Chair
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Alessio Ascari MBA'94J
Mina Draganova
MAP'17J
Marc Galin MBA'99J
Reto Gyax MBA'13D

Registration

Beatriz Barros MBA'15D

Site Visits

Georges Kiener MBA'82
Doina Cebotari MBA'13J
Yves Haldemann
MBA'94D
Ramya Krishnaswamy
MBA'05J

Random Dinners

Dimitri Vaharis MBA'17J,
Chair
Luc Argand MBA'76
Luis Freitas de Oliveira
MBA'93D
Pierre Poncet MBA'76
Christopher Quast
MBA'92D



Discover Amazon Web Services (AWS) Switzerland

Zurich Chapter

The evening conference about digital transformation and Amazon's pioneering cloud services was fully-booked. More than 50 INSEAD alumni and guests gathered at Spaces co-working lounge in Zurich's financial district to hear from Amazon Web Services (AWS) Switzerland executives at a sold-out event organized by Durhan Erturk MBA'16J.

Listening to the presentations of Ralf Seufert, Enterprise Account Manager Financial Services, and Tasio Guevara, Senior Solutions Architect, alumni and guests learned about the elements and organizational requirements for an enterprise digital transformation, why there is an urgency to act now, as well as how AWS came to be a pioneer in cloud services.

They also learned a bit about what it is like to work at AWS, such as the why and how of small project teams, meetings with no more than 11 people, and the rejection of PowerPoint.

Clearly, the discussion centered

on digital transformation and what AWS is doing in the enterprise market today, but attendees did hear one Amazon prediction about the future of technology: voice is going to be the primary way we interact with computing and digital services. The keyboard is on its way out.

October 2019

from the founders of the tiny but trailblazing Museum of Digital Art (MuDA), Caroline Hirt and Christian Etter.

Clearly an informed and infectious passion is a requirement, qualities that attendees reported experiencing during the formal part of the evening and in one-on-one discussions with the founders afterwards.

MUDA was established in 2016 as one of the first art museums of its kind with a crowd fundraising project on Kickstarter, and it has been running ever since without any institutional benefactors.

The museum regularly invites leading digital artists from around the world, found with the help of an algorithm, to exhibit their works of art. It also offers regular hands-on digital or "maker" workshops for children.



Around 25 alumni and guests gathered for the talk and private guided tour of an exhibition of the life works of Vera Molnár, widely seen as

one of the pioneers of algorithmic art. A portion of the ticket price enabled a CHF1,000 donation to MUDA by the INSEAD Alumni Association of Switzerland.

October 2019

Museum of Digital Art: Private Tour & Founder Talk

Zurich Chapter

A cultural event with both an entrepreneurial and social flair.

It takes a strong entrepreneurial drive to launch a business, but how much more challenging is it to create a cultural or social impact startup? The answer to that was exactly what alumni heard



The evening business event was organized by Martin Spirig MBA'06J, IPEC Switzerland President.

May 2019

insights on due diligence, identifying potential team members, and sources of financing.

The panel included Dr. Priyanka Belawat, Investment Advisor, HBM Partners and a member of the board of Adrenomed (Germany), Neurelis Inc. (USA), iTEOs Therapeutics SA, and Philipp Buis, a senior level international search executive at Coulter Partners. The other panel members were Jolanda Groenhuijzen, MD, Managing Director of MyLanda GmbH and Dr. Reto

Naef, CEO, Topadur Pharma AG, the biotech company he founded in 2015 after leaving Novartis. Following the Q&A, there were drinks and an apéro riche on the Bio-Technopark campus. The evening conference was moderat-

ed and organized by Aleksandar Ruzicic, MBA'97, Swiss Healthcare Club (CHIC) President.

November 2019

Activist Shareholders: Influencing Positive Change for Companies and Share Prices

INSEAD Private Equity Club (IPEC) **Activist investing gets a lot of attention and press coverage.**

Interest in the asset class is also high amongst INSEAD alumni, judging by the sixty attendees that participated in this event, which featured Ilias Läber, Partner and Managing Director at Cevian Capital.

With roughly €14 billion under management, Cevian Capital is one of Europe's largest activist investors. Globally, this asset class has the size of about €200 billion in assets under management. Active ownership has been increasing in recent years, going from 607 companies with active investors in 2013 to 922 companies in 2018.

Ilias Läber, who has an INSEAD Certificate in Corporate Governance, joined Cevian in 2008. He spoke about active ownership in public companies and answered many questions from the attendees. The presentation was followed by a plentiful apéro riche at the historical Haus Zum Ruden in Zurich.



Insider Secrets for a New Career at a Life Science Startup

Swiss INSEAD Healthcare Club **Leaving a corporate career for an entrepreneurial one is a path that is well understood by the panel of Swiss healthcare experts invited to Bio-Technopark in Schlieren to speak to INSEAD alumni in November.** Participants learned about how to prepare for making the switch to a life science startup, like serving on startup boards, or finding out whether you can work without the infrastructure of a large organization, or understanding timing of the stages of drug development. There were also



Business Leaders for a Sustainable Future: SDG4

Zurich Chapter

With energy, determination, and a better understanding of the UN Sustainability Goals (SDGs), business leaders can make choices that contribute to sustainable development, achieving a positive impact on society and their businesses. A roster of high-impact speakers was invited in November to the UBS Grünenhof conference center in Zurich to discuss how individuals and organizations can actively support achieving the SDGs and Quality Education (SDG4).

Over 200 guests heard about how organizations like Jacobs Foundation, Yova, Save the Children Switzerland, UBS Optimus Foundation, Swiss Agency for Development and Cooperation, Aiducation International, and Swiss Re Reinsurance encourage and work with the private sector to invest resources in the development of educational tools and facilities.

Prof. Vanina Farber, IMD Professor and elea chair for Social Innovation delivered the keynote speech.

The event was created and organized by alumni from ESADE,

IE, IMD, INSEAD, and St. Gallen. Funds raised through ticket sales were donated to Eneza Education, an edtech company that offers learning material via basic feature phones in Africa. It was sponsored by the Jacobs Foundation and UBS provided the venue.

Swiss INSEAD Alumni Association volunteer, Cyrille Ghorayeb INSEAD MBA'13D, co-organized the event with representatives from other B-schools.

Photo Credit: Alejandro Garcia

September 2019

Directors Programme (IDP), was organized by Alexander Wyss and Matthias Frieden. Exclusively for alumni of INSEAD Board Training (IN-BOARD) and IDP, the event was held in a cozy co-working space in Zurich's "Kreis 4".

The discussion was moderated by Matthias Frieden, who leads IN-BOARD in Switzerland, and covered the entire journey of a board member, from due diligence prior to accepting a mandate to decision-making, board composition, strategy, corporate governance and dealing with unexpected change. Susanne Ruoff generously shared her personal experience and views on these topics and illustrated them with concrete examples or personal anecdotes.

Attendees engaged in an open exchange with Susanne Ruoff. After the fireside chat the conversation continued with an apéro riche, innovatively and

expertly prepared by the Chef from Convivio. The event was fully booked, and as a result IN-BOARD plans to organize similar exclusive events for IN-BOARD and IDP alumni.

November 2019



Fireside chat with Susanne Ruoff, former-Swiss Post CEO

IN-BOARD Initiative

An invitation-only fireside chat with Susanne Ruoff, former Swiss Post CEO, and an alumna of the INSEAD International



IN-BOARD SESSION
June 20, 2019 IN-BOARD Initiative



F@#KUP NIGHTS EVENT AT PIGUET GALLAND
October 17, 2019 Geneva Chapter



ALUMNI FORUM EUROPE
June 14, 2019 Geneva Chapter



SUMMER LUNCH AT SOCIÉTÉ NAUTIQUE DE GENÈVE
August 22, 2019 Geneva Chapter



POWER BREAKFAST: TOUGH CONVERSATIONS
November 2, 2019 IWIB Zurich





ALUMNI SKI WEEKEND VERBIER
January 17, 2020 Geneva Chapter



STARTUP CHAMPIONS SEED NIGHT 2019 @EPFL
April 11, 2019 Geneva Chapter



DERIVATIVES ON BLOCKCHAIN
March 29, 2019 Basel Chapter

ALUMNI SKI WEEKEND DISENTIS
March 15, 2019 Zurich Chapter



ZURICH CITY TOUR
July 25, 2019 Zurich Chapter



EVENTS 2020

Truly unique Swiss
events and relevant business
conferences



Participate in Giving Day on March 17, 2020 and help break last year's record!

Experience the vibrant INSEAD alumni network across Switzerland. Each year alumni have opportunities to attend a variety of social, business, cultural, sporting, and learning events thanks to dozens of volunteer event organizers. Especially popular are tours of innovative and iconic organizations, get-togethers at unique venues, and popular ski weekends in Verbier and Disentis (pictured above). All upcoming events are listed on [insead.ch/events](https://www.insead.ch/events).

Mar 17, 2020

Swiss NAA

[Giving Day 2020](#)

Help us grow the Swiss Scholarship by participating!

Mar 2, 2020

IPEC Geneva

[What does ESG mean for business: risk management or value creation?](#)

An expert panel discussion

March 20, 2020

Swiss NAA

[Disentis Ski Weekend](#)

Activities for the whole family in beautiful Graubünden.

May 7, 2020

Swiss NAA

[Annual General Meeting](#)

All alumni are welcome to attend the AGM held this year in Zurich.

June 11, 2020

IWIB Zurich

[INVIGORATE Lunch](#)

Quarterly networking lunch

LEARN- ING 2020

Enriching learning and
personal growth initiatives
in Switzerland

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, startups and listed corporations.



IN-BOARD Kick-off in Fontainebleau

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 2019/20 intake.

November 28 - December 1, 2019

INSEAD Fontainebleau (two intake dates)

Board Dynamics: Erik van de Loo and Jaap Winter

January 16, 2020

Zurich

Legal. [Baker & McKenzie](#)

February 27, 2020

Zurich

Strategy. [McKinsey & Company](#)

April 2, 2020

Zurich

Human Resources. [Egon Zehnder](#)

May 14, 2020

Zurich

Accounting & Audit. [PricewaterhouseCoopers](#)

June 18, 2020

Zurich

Startups. [Balz Roth & Peter Pfister](#)

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

Price CHF 6,500. Includes fees and networking dinners; does not include travel expenses or hotel accommodation.

Limited to 12 participants

Contact Matthias Frieden MBA'05J

frieden@thefrieden.com

A four-session leadership development series exclusively for INSEAD alumni in Switzerland.

To stay on top of their game, elite athletes and teams constantly review and reflect on their performance, taking stock of their achievements while learning from setbacks. Executives can benefit from applying this same philosophy to their leadership development. In the **Leadership Check-up Series 2020 (LCS)** alumni have an opportunity to reflect on their own personal leadership and apply state-of-the-art methodologies and tools to make sustainable progress on their specific development objectives. Launched with great success in Switzerland in 2019 by Prof. Vincent H. Dominé, INSEAD Adjunct Professor of Organisational Behaviour, and Fabio Coluccia, INSEAD Leadership Consultant, the second edition starts in April 2020.

“Leadership always starts with oneself and it is a lifelong learning journey. The Leadership Check-up Series 2019 (LCS) grew my self-awareness and provided insights on how physical, mental and emotional energy contribute to higher performance. The LCS offers a great balance between peer learning within the powerful INSEAD network, theory and real-life implementation.”

Remo Schmidli LEAP'18

Member of the Executive Board at Zürcher Kantonalbank / Head of IT, Operations & Real Estate

“This programme was very enriching. I particularly appreciated the development focus on both the individual and the team level as well as connecting with other participants. It was amazing how quickly we could engage in meaningful conversations on our personal leadership. The Leadership Check-up Series 2019 was a fantastic experience and it helped me develop to the next level.”

Sophie Bertin MBA'02J

Founder of Parnima Consulting Ltd.



The LCS uses Grow, the digital platform deployed by INSEAD to support the MBA and EMBA leadership development programmes. Grow (www.grow360.com) is an on-line solution for leadership development of individuals and teams in companies and business schools.

Session 1

Leadership Diagnostics and Outlook at the Individual Level

Prof. Vincent H. Dominé and Fabio Coluccia
April 14, Zurich

Session 2

Leadership Diagnostics and Outlook at the Collective Level

Prof. Vincent H. Dominé and Fabio Coluccia
June 8, Zurich

Session 3

Complementary Elements – a Holistic Approach to Performance

Mireille Barreau and Fabio Coluccia
September 7, Zurich

Session 4

Progress Review and Follow-through

Prof. Vincent H. Dominé and Fabio Coluccia
November 9, Virtual Session

Eligibility MBA or EDP

Participation Fee CHF 1500

Number of participants max. 14

Time 14:30-19:30 (Sessions 1-3)
16:30-18:30 (Session 4)

Contact Alexander Wyss
(alexander.wyss@insead.edu)

Mentoring Successfully Shapes Development of Swiss Alumni

The third edition of the INSEAD Women in Business Club's Swiss Mentoring Programme is underway in 2020. The IWIB mentoring programme in Switzerland is a worldwide pioneer in offering a mentoring programme for alumni, covering the needs of all alumni generations. It complements the on-campus mentoring programmes. Volunteers drive all related support, as well as conducting a detailed pre-matching analysis and annual reviews to continuously improve the outcome quality. In 2019, we added a comprehensive mentoring toolkit to support the process.

The Swiss mentoring programme is a unique opportunity for mentees to progress professionally with carefully and insightfully matched mentors that have an impressive curriculum and very senior experience.

Mentee **Cyrille Ghorayeb**, MBA'13D

The programme is well-structured with a thorough matching process. It is an enriching experience where both mentors and mentees learn and benefit from each other's perspectives. I would encourage both prospective mentors and mentees to apply for the programme.

Mentor **Arul Ramadurai**, MBA'05J

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. Volunteers are welcome to join and help manage future IWIB Swiss Mentoring programmes.

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.

Further information –
[insead.ch/iwib](https://www.insead.ch/iwib)

SWISS COMMIT- TEE

Promoting INSEAD and
serving Swiss alumni with
dedication and creativity



Alexander Wyss, MBA'01D
President



Philippe Mauron, MBA'95J
Vice President



Monica Naef, IEP F/S'02 D
Treasurer



Brigitte Reverdin, MBA'81
INSEAD Alumni Fund (IAF)
Switzerland, President



Richard Bissonnet, MBA'81
Ex-Officio

Swiss Committee

As a non-profit organization serving thousands of INSEAD Alumni across the country, the INSEAD Alumni Association of Switzerland is driven by the Swiss Committee. It currently has 15 members, including the chapter and club volunteers on the following pages. The Annual General Meeting is open to all alumni. The location alternates between Zurich, Geneva, and Basel.



Basel Chapter President
Marc Galin, MBA'99J

The Basel chapter hosts several events a year for alumni in the region. Its events range from after-work social events to premium knowledge events with panel discussions and expert speakers on hot topics like blockchain and career development and negotiation skills.



Ticino Chapter President
Alessio Ascari, MBA'94J

Offering the Swiss Italian region social and business events, the Ticino Chapter has regular social events in Lugano attract an ever-changing group of participants. An annual business event is part of its program, as well as encouraging ties with other alumni communities in Northern Italy. Alessio Ascari is also co-president of the Swiss Entrepreneurship Club.



Zurich Chapter President
Reto Gygax, MBA'13D

Lifelong learning and networking are key themes for the Zurich chapter. Last year's highlights included premium knowledge events featuring entrepreneurs, startup investors, sustainability leaders, and digital experts. Opportunities to renew friendships and network took place on guided tours of the city, museums, as well as the monthly after-work social events.



Geneva Chapter President
Mina Draganova, MAP'17J

The Geneva chapter volunteers bring the INSEAD Romandie community a rich mix of well-attended learning and entrepreneurship events, as well as regular social get togethers at unique venues. It also develops ties to the Swiss ecosystem with visits to iconic brands, such as Piaget and Piquet Galland & Cie. Other events include Art Geneva tour, exhibitions at Centre d'Art Contemporain, concerts at Le Rosey, summer lunches, and random dinners.

Instagram [@insead_alumni_geneva](#)



Entrepreneurship Club President
Bernhard Escher, MBA'10J

Bernhard Escher and Alessio Ascari (Ticino Chapter President) launched the Swiss Entrepreneurship Club as a platform for networking and exchange. Since about half of all INSEAD alumni run their own business at some point, the club will organize events on relevant topics, such as transitioning from the corporate world, angel investing, or creating a successful business in Switzerland. Volunteers are welcome to email bernhard.escher@juliusbaer.com



Head of IN-BOARD
Matthias Frieden, MBA'05J

The INSEAD Board Initiative was launched in Switzerland in 2013/14. Now in its 7th season, it is experiencing increasing demand by those who are or will be serving on boards of SMEs, startups and listed corporations. To date about 80 Swiss INSEAD alumni have participated, forming an exclusive alumni group of "IN-BOARDERS". The next edition kicks-off in November 2020. Potential participants are invited to email Matthias Frieden ahead of the official announcement in September on frieden@thefrieden.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-President, Geneva
**Laurence Amand-Jules,
MBA'99D**

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 programme in Switzerland.



INSEAD Women in Business Club
Co-President, Zurich
Mafalda Tenente, MBA'06J



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

The CHIC team, includes Laurent-Dominique Piveteau, MBA'01D. It organizes one to two events a year. Besides a knowledge event, it sometimes hosts company visits and tours.

Fundraising Initiatives



Scholarship recipient Michael Vogt MBA'18D and Brigitte Reverdin MBA'81 at the INSEAD Alumni Forum Europe 2019 in Geneva

Thank you to the Founding Donors, Major Donors, and everyone who helped the Swiss Endowed Scholarship Fund to reach EUR 1,002,201 by end of 2019.

Launched in 2016, by twelve Founding Donors and the INSEAD alumni community, the Swiss Alumni Endowed Scholarship has already awarded three €20,000 scholarships to Swiss candidates. This year the fund goal is to reach €1.5 million to enable three scholarships per annum. Scholarships are more important than ever. Tuition is €87,000 (MBA 2021) with 31% of MBA candidates receiving scholarships.

The Swiss scholarship is innovatively sustainable with recipients encouraged to reimburse the

INSEAD Campaign Board Members From Switzerland

Rémy Best MBA'93D, Chair
 Julien H. Firmenich MBA'08J
 Luis Freitas de Oliveira MBA'93D
 Erin Gainer EMBA'08D(FR,CH)
 André Hoffmann MBA'90D
 Roberto Italia MBA'94J (IT,CH)
 Kay Noh EMBA'04D
 Brigitte Reverdin MBA'81
 Anne Rotman de Picciotto MBA'01D
 Christoph Rubeli MBA'92D (SG, CH)
 Mirjam Staub-Bisang MBA'99J

award ten years after graduation, or to fundraise a matching amount. Donations are tax-deductible.

INSEAD Giving Day 2020

INSEAD Giving Day on March 17 rallies the school's alumni, students, faculty, staff, and friends to support INSEAD and Business as a Force for Good! The Swiss 2020 Giving Day effort is led by Mina Draganova, MAP'17J.

Last year, Giving Day donations by Swiss alumni amounted to €152,777, with €47,819 going to the Swiss Endowed Scholarship.

INSEAD Campaign Progress

The latest figures from the school indicate that €182M has been raised (73% of its €250M goal). Swiss alumni continue to be the most important contributors of donations to INSEAD in both participation rate and per capita contributions. The Campaign Board has 11 members with Swiss ties (see table left).

INSEAD Alumni Fund Switzerland

Brigitte Reverdin MBA'81 President
 Richard Bissonnet, MBA'81 Representative.

Further information –
<https://www.insead.ch/swiss-scholarship>
<https://forceforgood.insead.edu/give>



As a mountain climber and M&A lawyer, I thrive in high-stake, team-based environments. INSEAD precisely fosters both academic excellence and mutual support among its students. It is a privilege to join this community with the kind support of the INSEAD Alumni of Switzerland.

Scholarship recipient, **Emilie Jacot-Guillarmod**, MBA'20J

Swiss Scholarship Recipients

Emilie Jacot-Guillarmod (Attorney) MBA'20J
 Remo Brühwiler (Engineering ETH) MBA'19J
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Spotlight on Swiss Founders

After hitting an all-time record in 2018, it looks like 2019 will be another exceptional year for private equity and venture capital. By all metrics the venture capital industry is trending upwards: fund sizes, size of funding rounds, mega rounds (rounds in excess of £100M), new unicorns and exit values. In recent years, growth funds and buyout funds entered venture investment, taking over late stage funding, while investment themes like Foodtech, Sportech, Edtech, Propertech and Spacotech emerged. But as we start 2020, a word of caution is in order, experts are questioning the sustainability of the exceptional rate of growth and the inherent scalability of the VC industry. Several flawed or withdrawn IPOs have sent strong warning signals.

Meanwhile, Switzerland saw VC investment almost double from 2018 to 2019, up from CHF1.2B to CHF2.3B, fuelled by five mega-rounds. The key investment sectors were ICT (CHF 840M), Biotech (CHF625M), which was on a rebound from a low

2018, and Fintech (CHF360M); followed by Cleantech, Healthcare IT, Micro/Nano technologies, Med-Tech and Consumer Products.

INSEAD alumni venture founders and co-founders are part of the Swiss venture story. It takes exceptional skill and enormous resilience to build a successful startup. We salute all the Swiss-based INSEAD alumni founders and highlight five here whose companies represent a wide diversity of funding stage and investment themes.



Contributor

Thank you to **Isabelle Schirmer, MBA'94D**, an investor and Verbier resident, passionate about new ventures, resource efficiency and sustainability, for contributing time and insight for this article.

Entrepreneurial Alumni

**Carol Plummer, MBA90J**

Co-founder

Telerail Networks Ltd, London
Industry: Telecom

Telerail Networks, founded in 2016, provides gigabit wireless communications for rail travellers. Carol also co-founded Vivent SARL in Vaud, whose goal is harnessing biosignals to grow more food with less pollution around the world.

**Jean-Philippe Kunz, YEP'87**

Co-founder, CEO

GNUbiotics Sciences,
Lausanne

Industry: Biotech

Founded in 2016, GNUbiotics Sciences is a biotech company creating biosimilar oligosaccharides demonstrated to naturally modulate the microbiome in humans and animals

**Juan Mario Michan, EM-BA'19D**

Founder, CEO

Daphne Technology SA, Vaud
Industry: Cleantech Shipping
Air Pollution

Founded in 2017, Daphne Technology recently raised a CHF5M, Series A round, to speed up development of its marine exhaust filters, and a €2.5M grant from the EU H2020 EIC accelerator. The investors include Saudi Aramco Energy Ventures and the Belgian Innovation Fund (whose limited partners include Total, Solvay, and BASF).

**Gian-Mattia Schucan, LEAP'13**

Founder, CEO

FAIRTIQ AG, Bern

Sector: Mobility

Founded in 2016, Fairtiq's digital ticketing solution for the transport industry is gaining traction in Switzerland and internationally.

**Mathieu Horras, MBA'10D**

Co-founder, CEO

Aspivix SA, Vaud

Industry: Medtech

Founded in 2015, Aspivix is developing a new generation of innovative gynecological instruments that are gentler, safer and more modern for better women's care.

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