



INSEAD

Alumni Association
Switzerland

AN
NUAL
MAGA
ZINE
2021



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

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The INSEAD Alumni Association Switzerland is positioned to thrive in 2021 just as the Swiss INSEAD alumni community pulled together during a double-wave pandemic.

As the new President of our Association, it is my great pleasure to greet and acknowledge our members, volunteers and active alumni who made possible so many opportunities for learning, growing and networking in last year's challenging environment. I am impressed by how the Swiss INSEAD alumni community reacted rapidly and pulled together during a double-wave pandemic.

Virtual events and engagement growth

A resilient pivot to online events in March meant we were able to invite alumni to about 50 events, including several well-attended expert panels, 10 co-working sessions, several virtual apéros and lunches, and our first ever online general assembly. In addition, INSEAD's Lifelong Learning offering sky-rocketed to 60 webinars. Due to the virtues of digital meetings, the number of participants at speaker and special topic events was higher than at in-person events.

Keeping close to the school, we participated in Global INSEAD Day, with Swiss Association volunteers organising Jean-Claude Biver's chat with Deputy Dean Peter Zemsky. Swiss alumni also took part in both of the INSEAD Community Impact Challenges. The Association supported fundraising for both the Lebanese Red Cross and Giving Day 2020, with alumni generously donating to the School and the Swiss Scholarship, making Switzerland #2 worldwide.

A vital and resilient community in Switzerland

Writing these lines in the midst of the second wave, I reckon we are all looking forward to enjoying in-person events again. Our volunteers are developing some new ideas around hybrid events and the Association's first ever Swiss Conference in Geneva, featuring business leaders, faculty, entrepreneurs, and alumni. The social events will re-start as soon as conditions will allow, with after-work drinks, lunches, art exhibitions, ecosystem tours and sport events.

As an Association volunteer for over ten years, I am deeply impressed by the vitality and resilience of the alumni community lately. I am confident our Association will continue to thrive. I thank my fellow volunteers who enable its dynamism.

Very much looking forward to 2021 and beyond!

A handwritten signature in dark ink, appearing to read 'Philippe', with a stylized flourish at the end.

Philippe Mauron – President
INSEAD Alumni Association Switzerland

Supported by our alumni and dedicated volunteers, we remain committed to our mission and values, and look to INSEAD's future at the forefront of business education with confidence.

The unprecedented challenges we all faced in 2020 have seen the INSEAD community display incredible reserves of agility, resilience and innovation. The school will emerge from the pandemic having learned new and transformational ways of delivering academic excellence to prepare our students for leadership.

Transition to a hybrid learning model The pandemic was a trigger for innovation, allowing us to pioneer a new, hybrid learning environment. We leveraged new technologies to offer a diverse range of live, interactive, virtual programmes that deliver the same course content, world-class faculty and diverse participants as our on-campus sessions. I am confident that our learnings will help the school and our students chart a course for a more sustainable, secure and prosperous future.

Unparalleled community support I have been humbled by the many ways in which the INSEAD family has supported the school over the past year. My call to alumni at the start of the pandemic to support students as they transitioned to a challenging job market garnered an incredible response from over 1,800 alumni.

The generosity of our community saw over 2,100 alumni, staff and faculty rally to raise a record €2.1m for Giving Day in 2020, as well as €76m towards our Force for Good Campaign.



The pandemic made INSEAD's mission more relevant than ever, and funds raised will allow us to further our vision by ensuring student diversity through scholarships, unlocking world-leading research, and developing leaders who embody business as a force for good.

Enhancing Lifelong Learning Along with the INSEAD Alumni Association (IAA), we invested significantly in our lifelong learning programme to help our community navigate the challenges, opportunities and changing business and societal landscape. Our Alumni Associations and Global Clubs also offered exceptional online content throughout the pandemic, resulting in a total of over 100 webinars and pop-up programmes to support, inform and sustain our alumni.

Together with the IAA, we also launched our peer-to-peer career advising and mentoring

platform, iLink, an exceptional platform for career-related discussions and advice.

It is clear that the world, more than ever, needs responsible leaders making it their mission to transform business and society. Leaders with resilience, agility, and resourcefulness to bring cultures together and create opportunity and prosperity where it is most needed. We are one community with a common purpose: to be a force for good in the world.

Ilian Mihov – DEAN INSEAD



INSEAD Opens San Francisco Hub

INSEAD expanded its global presence and reach with the opening of the INSEAD Hub for Business Innovation in San Francisco in March. INSEAD plans to use the facility to forge connections and expand the provision of executive development programmes. Photo Credit: INSEAD



Launch of Master in Management

The first Master in Management (MIM) students arrived on campus in September 2020 for an innovative 14 to 16-month full-time programme designed for young professionals with up to 2 years of work experience, preparing to launch their careers in business. With a hands-on skills and problem-solving curriculum, MIM answers the needs of today's graduate job market. Photo Credit: INSEAD



Tackling Global Problems Together

Two influential INSEAD Community Impact Challenges (CIC) took place in 2020 in a pioneering collaboration between INSEAD alumni, the Hoffmann Global Institute for Business and Society and the global INSEAD Alumni Association.

Thousands of students, alumni, faculty and staff from 90 countries reduced their use of plastic for two months in the first challenge.

In the second CIC, participants from over 100 countries upgraded their know-how to make more sustainable food choices.

Image source: UN SDG

EVENTS 2021

A vibrant community with
many opportunities to engage



We are sharing experiences and networking at many business and social events across Switzerland!

One of the highlights of this year's event programme is the Swiss alumni conference in Geneva. It is a full day with an inspiring programme of speakers, panels, and networking at Hotel President Wilson, presided by Peter Zemsky, INSEAD Deputy Dean and Dean of Innovation. The relaxing evening gathering will be at the Golf Club de Genève in Cologny (pictured here). All upcoming events are listed on **insead.ch/events**.

September 11, 2021

Swiss National Alumni Association

INSEAD Alumni Conference Geneva

Join alumni, faculty, and guests at the Hotel President Wilson

Mar 25, 2021

IWIB

IWIB Networking Lunch

Relaxed mid-day break for a virtual get-together

April 23, 2021

Alumni Forum Europe

Purposeful Leadership: Strategies to Drive the Renewal of Business and Society

Speakers, panels, and more

May 6, 2021

Swiss National Alumni Assoc.

Annual General Meeting

Swiss volunteers and members gather for the yearly meeting

June 3, 2021

INSEAD

INSEAD Giving Day

Participate to support the school and the Swiss Scholarship

EVENTS 2020

Discovering and sharing
experiences across
Switzerland

Ashoka Leading With Purpose: The Social Entrepreneur Journey



Changemakers bring new energy and unexpected transformative solutions to the serious problems facing society today.

In January 2020, Ashoka, the world's largest and longest established network of social entrepreneurs, collaborated with the INSEAD Alumni Association Switzerland on a memorable evening conference in Zurich.

Pioneering Work

Ashoka pioneered the field 35 years ago and has supported more than 3,500 social entrepreneurs across the globe. These leaders are elected as 'Ashoka Fellows', and Ashoka helps them

grow unexpected ideas into transformative social progress.

Together they inspire others to be changemakers. INSEAD alumnus Alain Nicod, MBA'83, Chairman, Ashoka Switzerland and a partner at VI Partners, an early-stage venture capital fund, spoke briefly about why he has served Ashoka Switzerland for over a decade and provided some insights into the Swiss entrepreneurial ecosystem. He also de-

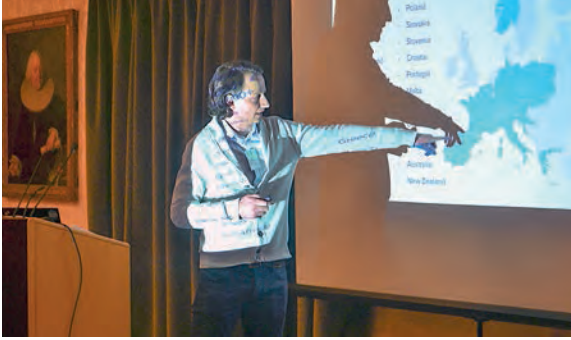
scribed some of the current opportunities for Ashoka Fellows and Ashoka Support Network members (business leaders who provide support with funds and time).

Changemakers Journeys

Alumni and guests then heard from two Ashoka Fellows. First, Nicola Forster, founder of Swiss Forum of Foreign Policy (foraus) and a serial social entrepreneur, spoke about challenges and rewards of the journey so far. He was followed by Ramakrishna N.K., an Ashoka Fellow since 2012. He told the eventful story of creating Rang De, an innovative non-profit organization in India, providing microcredit to underserved populations. Afterwards, participants engaged with Ashoka guests and each other over an informal, hearty apéro riche prepared by the chef of the Zunfthaus zum Rügen.

The event was organized and moderated by Richard Bissonnet, MBA'81 and Emilie Romon, Partner and Global Co-Lead Ashoka Support Network.





SaaS Startup Investor Night With Investiere

Zurich Chapter

INSEAD alumni and guests gathered in Zurich to learn more about investing in Software as a Service (SaaS) startups. Representatives from Investiere, the European startup investment platform for qualified and institutional investors, described the key criteria for selecting software startups. They defined SaaS startup metrics, such as customer acquisition cost, recurring revenue, churn, the J-curve position, along with other due diligence details.

Then the founders of two SaaS startups, both of which had already been vetted by Investiere, presented their companies. The co-founder and COO of guuru, Benno Marbach, made the pitch for his company's customer service chat platform which is powered by expert users.

Then INSEAD alumnus, Stefan Pinggera, MBA'12J, presented CheckYeti, a popular outdoor activity booking platform. Founded in 2014, it is now active in 16 countries with more than 1,500 mountain and beach destinations. Throughout, the startup founders answered challenging

questions from the investment-savvy audience. Afterwards the conversations continued over an apéro riche and drinks at the Zunfthaus zum Rügen. The event was organized by Richard Bissonnet, MBA'81, and Lucian Wagner, MBA'81, and supported by Reto Gygax, MBA'13D, Zurich Chapter President.

February 2020

Active in the Federal administration since 2011, State Secretary Marie-Gabrielle Ineichen-Fleisch has a career that spanned Swiss economic and foreign trade challenges. After a thorough presentation of the evolution of the WTO, she entered a lively discussion with the audience and talked about global trade politics, sharing her experience as the country's representative in negotiations around the world, and giving examples of how she supported the federal council. After the official part of the evening, alumni took the opportunity to engage with fellow alumna Marie-Gabrielle Ineichen-Fleisch.

Over 60 INSEAD alumni gathered for the event. It was moderated and organized by Martin

Spirig, MBA'06J, IPEC President, and supported by Reto Gygax, MBA'13D, Zurich Chapter President. Photo credit: admin.ch Merlin Photography



February 2020

US-China Trade War and Beyond: A Barometer for International Trade and WTO Affairs

Zurich Chapter

It was a full house at Au Premier in Zurich when the Secretary of State for Economic Affairs and Trade, Marie-Gabrielle Ineichen-Fleisch, MBA'89D, shared her unique perspective on global trade with INSEAD alumni.



The Search Fund: An Innovative Model for SME Buyouts in Switzerland

Geneva Chapter

An expert panel of successful search fund entrepreneurs in markets such as France, Brazil, Mexico and Switzerland were invited to speak at this virtual Swiss INSEAD alumni event.

With more than 180 alumni and guests attending the live session, interest was high. The speakers gave insights on search funds as an asset class, why search funds are attractive to a range of investors, and what it is like to search for an SME in Switzerland. They also provided tips on building relationships with business owners, and what to look out for after the acquisition is completed.

The speakers included Omer Ben Shach (BM Holding), Angel Cadavieco (ALZA Capital Partners) Lucas Correa & Patricia Barbosa (Horizonte Capital), Lukas Kunz (akompani SA),

Bruno Léa (Performer CNC), Caroline Leopold-Metzger (Deppeler SA) and Ignacio Olavarria (Istria Capital).

Search Funds are taught at business schools across the world and are gaining

popularity amongst entrepreneurial alumni. The event was co-ordinated by Doina Cebotari, MBA'13J, Beatriz Barros, MBA'15D, and supported by Mina Draganova, MAP'17J, Geneva Chapter President.

May 2020



State of The Private Equity Industry: COVID-19's Impact on European PE Portfolio Management and Investment

INSEAD Private Equity Club (IPEC)
More than 288 alumni and guests registered for the INSEAD Private Equity Club (IPEC) of Switzerland's first ever online

event. Moderated by Martin Spirig, MBA'06J, IPEC President, the 75-minute session conveyed all the latest global and European data on fundraising, exits, and investments. It was presented by Christophe De Vusser, Head of Bain & Company's EMEA Private Equity practice, and alumnus Rolf-Magnus Weddigen, MBA'92D, Chairman of Bain & Company's Private Equity practice in DACH.

Afterwards, two panel members joined in, Arthur Brothag, MBA'06J, a partner at Apax, who is specialized in investments in the healthcare sector, and Verena Mohaupt, MBA'96D, a partner at Findos Investor, who is specialized in small and mid-market buyouts. The lively round, including Q&A from the audience, covered portfolio management challenges and opportunities caused by the onset of the COVID-19 pandemic.

One of the positive takeaways: the global health crisis raised awareness of the relevance of ESG. It is higher on the agenda now, especially the "S" for social. Seen as an opportunity, getting ESG right will be a de-

fining characteristic of portfolio winners in the years to come.

June 2020



Working in a Disruptive World: Jean Claude Biver and Peter Zemsky

Global INSEAD Day 2020

The Swiss contribution to the first ever digital Global INSEAD Day featured the legendary Swiss luxury goods entrepreneur, Jean-Claude Biver, Honorary Chairman of Hublot, in a conversation with Peter Zemsky, INSEAD's Deputy Dean and Dean of Innovation. It was a fast-moving discussion of entrepreneurship, purpose, passion, and the making of iconic Swiss watch-making brands. It delved into the real meaning and creative power of disruption, how social and justice causes are inseparable from business, the most important (and often overlooked) metric, materials innovation, knowing which side of technology disruption to stand on, and being happy about the changes that the next generation will bring.

The interview with Jean-Claude Biver was organized by Cyrille Ghorayeb, MBA'13D, and

supported by Alexander Wyss, MBA'01D, Ex Officio.

Global INSEAD Day 2020 took place on 11-12 September 2020 with contributions by 22 national alumni associations from around the world, each

creating a unique online event. Last year was also the 60th anniversary of the global INSEAD Alumni Association (IAA).

September 2020

Each event had the goal to get work done but it was structured to include an introduction round with regular breaks to meet and connect with each other. Participants could talk to the group about a work challenge, inviting others to freely respond with advice, support, or insights in a lively exchange.

Despite being virtual, co-working enabled meeting new people and the refreshing of existing relationships. Friendships were formed that continue into the new year. One participant even received an order for new business.

The co-working series was organized and moderated by Andrea Ullmann, MBA 10J, a volunteer with the Swiss IWIB club.

April-December 2020



COVID Support Initiative: IWIB Virtual Co-working

INSEAD Women in Business Club

Responding to exceptional times with exceptional measures, the Swiss IWIB created something new in 2020. To support fellow alumni working from home during the first and second wave of the pandemic, IWIB hosted ten virtual co-working sessions.



Moonfare: The Fintech For Private Equity

INSEAD Private Equity Club (IPEC) **More than 60 alumni gathered online to hear about Moonfare, a four-year-old fintech company that is contributing to the digitalization trend underway in private equity, venture capital, and private capital investments.**

Moonfare's co-founder, INSEAD alumnus Alexander Argyros, MBA'14D, described the career path that led to creating an end-to-end digital platform that "democratizes" private capital asset classes by making them accessible to wider pools of capital beyond traditional institutional investors. It met a need in the market and Moonfare now has 1,000 clients, committing more than €450m in assets under management (as of November 2020).

With INSEAD alumni hailing from family offices, private equity, and other industries across Switzerland in attendance, the Q&A was lively. Alexander's answers revealed the challenges

involved in attracting the first top tier funds to the platform, addressing the legal, regulatory, and governance aspects in multiple jurisdictions, developing compliant onboarding, future plans, and much more.

The event was organized and moderated by Richard Bissonnet, MBA'81, IPEC Event Organizer, and Martin Spirig, MBA 06J, IPEC President.

November 2020

startup, and an INSEAD alumnus. The presentation first tackled several myths associated with the potential of AI technologies. Unit8 has grown quickly since starting up in 2017, attracting entrepreneurial talent from leading schools and technology companies. It uses data science and AI technologies to solve problems facing large companies in seven different industries, including telecom, finance, aviation, oil & gas, advertising, automotive, and chemical.

The participants heard about how industry is applying Unit8's technologies, as well as insights about the ROI and project timelines.

Interest was high throughout with many guests remaining online beyond the allotted 60 minutes for an extended Q&A session. The event was organized and moderated by

Ingrida Elijosiute, IEP'07, Geneva Chapter Committee Member, supported by Mina Draganova, MAP 17J, Geneva Chapter President.

October 2020



Unit8: Artificial Intelligence (AI) & Real-life Business Cases

Geneva Chapter

A hit with the Swiss INSEAD alumni community, this online event delved into AI and its application in real-life business cases, featured Dr. Marcin Pietrzyk, co-founder and CEO of Unit8, a quick-growing deep-tech



INSEAD GIVING DAY GENEVA
June 22, 2020 Geneva Chapter



ZURICH OLD TOWN WALKING TOUR
October 1, 2020 Zurich Chapter



WHAT DOES ESG MEAN FOR BUSINESS
March 2, 2020 IPEC in Geneva



ANNUAL GENERAL MEETING COCKTAILS
September 3, 2020 Geneva Chapter



SUMMER LUNCH TENNIS CLUB DE GENÈVE
July 2, 2020 Geneva Chapter





EDDIE ROSCHI MBA'99D STARTUP CHAMPIONS @EPFL
September 28, 2020 Geneva Chapter



SUMMER LUNCH AT SOCIÉTÉ
NAUTIQUE DE GENÈVE
August 27, 2020 Geneva Chapter



ART GENEVA PRIVATE TOUR
January 30, 2020 Geneva Chapter

AGM APÉRO ZURICH
September 3, 2020 Zurich Chapter



LEARN- ING 2021

Swiss initiatives for growth
and new career perspectives

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 2021/22 intake.

November 2021

INSEAD Fontainebleau (two intake dates)

Board Dynamics: Erik van de Loo and Jaap Winter

January 2022

Zurich

Legal **Baker & McKenzie**

February 2022

Zurich

Strategy **McKinsey & Company**

April 2022

Zurich

Human Resources **Egon Zehnder**

May 2022

Zurich

Accounting & Audit **PricewaterhouseCoopers**

June 2022

Zurich

Startups **Startup investors and board members**

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

The Leadership Check-up Series, exclusively for INSEAD alumni in Switzerland, will be back in-person in fall 2021

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 (LCS)**, INSEAD alumni have an opportunity to reflect on their personal leadership and apply state-of-the-art methodologies to make sustainable progress on their own and their team's 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 next edition starts in fall 2021. Pre-register now!

"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.

Session 1

Leadership Diagnostics and Outlook at the Individual Level

Prof. Vincent H. Dominé
and Fabio Coluccia
Date To Be Announced

Session 2

Leadership Diagnostics and Outlook at the Team Level

Prof. Vincent H. Dominé
and Fabio Coluccia
Date To Be Announced

Session 3

Holistic Approach to Performance

Fabio Coluccia and
Dr. med. Anna Erat MD/PhD
Date To Be Announced

Session 4

Progress Review and Follow-through

Prof. Vincent H. Dominé
and Fabio Coluccia
Date To Be Announced

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)



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 online solution for leadership development of individuals and teams in companies and business schools.



Impact starts with the power of one

The Swiss INSEAD Women in Business club accelerates alumnae networking and supports their career development. Since the launch it has hosted leaders like Simona Scarpaleggia (Edge), Dominique Druon (Aliath), Helen Vasilevski, MBA'98D, Christine Blondel (INSEAD), Saada Zahidi (WEF), and dozens of networking events. It also launched the Swiss IWIB mentoring programme, now in its 4th edition!

In 2020, it resiliently moved events online, and introduced popular virtual co-working sessions. This year, it launched peer-to-peer group coaching for INSEADers, and a small number of IMD alumni.

One person, one step at a time

IWIB founders, Laurence Amand-Jules and Mafalda Tenente, believe that it all starts with the power of one. You can see the power of one in the mentoring programme. Each mentor shows up at the training sessions ready to learn, share and support. Similarly, the mentees, each one willing to move out of comfort zones, keep commitments, and grow.

You can also see it in our volunteers team. Making a positive impact are Mary Antenen, IDP-C'16O, IWIB Mentoring Zurich, Andrea Ullmann, MBA'10J, Peer-to-Peer Coaching, Geneva and Kathrin Niederlaender, GEMBA'17, External Relations.

Power to Achieve

IWIB stayed the course in 2020. With your positive feedback, IWIB is strongly positioned to support the Swiss alumni community. There is a need to be. Gender equality progress has been slowing here. Yet 2021 is also the year of the start of universal paternity leave and women will comprise 30% of listed company boards within the next 5 years (plus 20% senior management roles within 10 years). With listed companies a fraction of the economy, and a long timeframe, we need more power than ever.

We believe the years ahead can bring positive change. What if everyone in the Swiss alumni community (over 3000 alumni) were to take one step this year to support gender equality? It could be a bold new idea, continuing to engage, or simply getting the conversation on equality started in your sphere of action. Join IWIB to see what your "power of one" can achieve.

SWISS COMMIT- TEE

Promoting INSEAD and
serving Swiss alumni with
creative energy and dedication



Philippe Mauron, MBA'95J

President



Mafalda Tenente, MBA'06J

Vice President



Monica Naef, IEP F/S'02 D

Treasurer



Brigitte Reverdin, MBA'81

INSEAD Alumni Fund (IAF)
Switzerland, President



Alexander Wyss, MBA'01D

Ex-Officio

Swiss Committee

As a non-profit organization serving thousands of INSEAD Alumni across the country, the INSEAD Alumni Association Switzerland is driven by the Swiss Committee volunteers. Its members include the chapter and club leaders on the following pages. The Annual General Meeting rotates between Zurich, Geneva, and Basel, as well as online.



Ticino Chapter President
Alessio Ascari, MBA'94J

Offering alumni in the Swiss Italian region a range of regular social and business events in and around Lugano, the Ticino Chapter attracts an ever-changing group of participants. The team plans to continue informal virtual events, while developing business events with alumni communities in the Northern Italian region. Ticino Chapter President, Alessio Ascari is also co-president of the Swiss Entrepreneurship Club.



Geneva Chapter President
Mina Draganova, MAP'17J

The Geneva chapter has 10 volunteers bringing to the INSEAD Romandie community a rich mix of learning and social events, many of which were virtual in 2020. Along with visits to iconic Swiss companies and social impact organizations, they organize expert speakers, panel discussion events, and regular social get togethers at unique venues. Its annual events include the Art Geneva tour, the Verbier Ski-Weekend, the Geneva summer lunches, and random dinners. Join the Geneva chapter's Instagram group @insead_alumni_geneva



Basel Chapter President
Marc Galin, MBA'99J

Serving about 200 alumni in the region, including INSEAD's executive education alumni. The Basel Chapter hosts after-work get-togethers at trendy venues, and knowledge events with expert speakers on topics like negotiation, blockchain, healthcare, and career development. The team warmly welcomes new volunteers. Make new friends and contribute, either regularly or ad hoc for single events. Please contact marc.galin@insead.edu.



Zurich Chapter President
Reto Gygax, MBA'13D

Lifelong learning, and opportunities for networking are the driving force in the Zurich chapter. Most recently it hosted expert speakers on entrepreneurial, technology, and international trade. It also created many opportunities to renew friendships and connect on a private tour of the city and at the regular drinks events, several of which were virtual. Planned for the coming months are virtual events and local ecosystem visits, Covid-permitting.



INSEAD Women in Business Club
Co-President, Geneva

Laurence Amand-Jules,
MBA'99D

The INSEAD Women in Business (IWIB) creates career development initiatives, speaker events, and regular networking opportunities to support gender parity. Purposeful volunteers manage the highly valued Swiss IWIB Mentoring cohorts and the peer-to-peer group coaching initiative, virtual co-working sessions, as well as collaborating with external like-minded networks.



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. New volunteers joined in 2020 and plans are underway for new events. Since about half of all INSEAD alumni run their own business at some point, events will be about transitioning from the corporate world, creating a successful business in Switzerland, or becoming a business angel.



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

The INSEAD Board Initiative was launched in Switzerland in 2013/14. Now in its 7th edition, 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 "IN-BOARDERS" alumni network. The next edition kicks-off in November 2021. Potential participants are invited to email Matthias Frieden ahead of the official September announcement to frieden@thefrieden.com.



Swiss Healthcare Industry Club
(CHIC) President

Aleksandar Ruzicic,
MBA'97J

The CHIC team, including Laurent-Dominique Piveteau, MBA'01D, and Arul Ramadurai, MBA'05J, hosts a few events a year, typically in Geneva, Basel, and Zurich. Besides premium knowledge events, it occasionally organizes life science company visits. There are plans for virtual roundtable and expert speaker events on current healthcare topics in 2021.



INSEAD Private Equity Club
President

Martin Spirig, MBA'06J

The IPEC team, including Katja Berlinger MBA'05, Richard Bissonnet MBA'81, Konstantinos Dermanis MBA'13J, Martha Heitmann MBA'07, enables Swiss alumni 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 Campaign Progress

€269.2

Total gifts to date
Campaign ends 08/23

43%

Participation rate Goal is 50%

€21.7M

Contributed to Dean's Fund

€60M

Gift in 2020 from an
anonymous alumnus

€39.6M

Contributed to scholarships

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

SWISS SCHOLARSHIP

The **INSEAD Alumni of Switzerland Endowed Scholarship** capital is over EUR 1 million. **A special Thank You to all donors.** During the summer 2016, the Founding Donors Group and INSEAD Alumni of Switzerland created the first endowed scholarship for Swiss candidates. Scholarships are more important than ever with 31% of MBA candidates receiving scholarships and tuition at €89K in 2022.

Swiss tech startup entrepreneurs wanted

We have launched a new initiative to attract entrepreneurs with 3+ years' experience to the INSEAD MBA programme. A **€40K scholarship** will be offered to graduates from ETHZ, EPFL, Swiss State Universities or Schools of Applied Sciences that have a strong and demonstrated entrepreneurial experience. Roland Mattis, MBA'87D, will lead the task force, with Leila Ojeh, MBA'01D, as the contact person for EPFL.

GIVING DAY 2020

€265K

177 gifts

The generosity of Swiss alumni was outstanding on Giving Day with donations of €265K. The effort was led by Mina Draganova, with Alexander Wyss, 2020 NAA President, and the chapter presidents: Alessio Ascari, Marc Galin, Reto Gygax and the IAF. Mafalda Tenente created the edelweiss graphic.

INSEAD Alumni Fund Switzerland

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

2020 Giving Day Country Ranking

1. UK
2. **Switzerland**
3. France
4. USA
5. Germany

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



Romain Fakhoury, MBA'20D Scholarship Recipient

How did you hear about the Swiss Scholarship?

I heard about the Swiss Scholarship quite early in the application process by visiting the school's website. Indeed, given my "non-traditional" background in law, I knew that applying for the INSEAD MBA would be challenging, including financing, a concern that I obviously shared with many candidates. Early on, I conducted a rather thorough "due diligence", learning about the financial aid options. I purposely applied in early rounds to be eligible for the Swiss Scholarship.

Did getting the scholarship make a difference in your decision to go to INSEAD? INSEAD was always my only target for an MBA because of its widely international student body, its academic reputation, and its campus in Asia. I had my mind set on INSEAD even though I knew my savings would not cover all fees. I still remember vividly getting the fantastic news from the INSEAD Financial Aid team that I had been selected as the Swiss Scholarship recipient for the 20D intake. It ultimately confirmed my decision to embark on the adventure. I am deeply grateful to the donors of the Swiss scholarship for their generosity.

What was it like to study for your MBA during a pandemic year? The experience was hybrid, with in-person classes for four months out of the ten-month programme. Attending classes on Zoom required a bit of adaptation at the beginning, but I got used to it rather quickly and believe it did not negatively impact my learning. On the contrary, the periods of mandatory confinement allowed me to delve deeper into academic subjects that interested me. As for networking, we had plenty of

occasions to bond. In fact, I feel that 20D students might be particularly close to each other because of the exceptional events we had to go through together.

How did you overcome the difficulties? The MBA experience was definitely different than expected with the pandemic. I feel that it made me grow. I've always had the tendency to plan far into the future; the past year taught me that sometimes, one has to take split second decisions without much forethought. After the first two months of the programme, which unfolded normally in Fontainebleau, the French government announced the first confinement. From one day to the next, I was in a plane to Singapore, where the pandemic still seemed to be under control. To my dismay, the Singaporean government also announced a complete lock-down within a couple of weeks. This additional blow was frustrating, but soon enough I was back in Fontainebleau where measures were starting to be lifted and social life with other students intensifying again. It was quite an epic roller-coaster!

What are your future aspirations? I want to provide entrepreneurs and businesses with accurate and tailored services, leveraging my background in law and business administration in the Swiss private equity ecosystem. I started my INSEAD MBA with an open mind, intending to explore potential new professional territories. I already had a growing interest in the sector in my previous role, and the past year confirmed my strong affinity for it.

Swiss INSEAD alumni are taking on new challenges across the country's corporate, non-profit, and startup ecosystems. Here are just a few representing the diversity of the Swiss community.



IN THE NEWS

Rémy Best, MBA'93D

Rémy Best joined the Assembly of the International Committee of the Red Cross (ICRC) in 2020. The Assembly is the supreme governing body of the ICRC with up to 25 members. It is led by the President and Vice-President of the ICRC. Photo ©ICRC



IN THE NEWS

Dorothee Deuring, MBA'96D

In April, Dorothee Deuring was appointed to the board of Lonza Group Ltd, the listed Swiss pharmaceutical, healthcare, and life science products company. She also serves on the board of Axpo Holding AG, Elementis PLC, and Bilfinger SE. Photo ©Tettamanti



IN THE NEWS

Carole Ackermann, IDP-C'20Jun

In 2020, Carole Ackermann was appointed as President of the Board of Directors and President of the Board of Governors of Lausanne-based EHL Group. Along with being chair of the 126-year-old hospitality management school, she is a member of the Board of Directors of Allianz Switzerland, BKW, BNP Paribas Switzerland, BVZ Holding, and the Bern-based innovation agency be-advanced. Carole Ackermann is also a senior lecturer at the University of St. Gallen and a well-known early-stage tech investor. Photo ©EHL



ENTREPRENEURIAL NEWS

Pascal Uffer, MBA'13J

Pascal Uffer made the leap from the Selecta C-suite to founder, establishing two ventures: Boostbar (co-founder: Johannes Lermann, MBA'16J), a foodtech startup that seeks to revolutionise coffee breaks at work with a fresh alternative to canteens and vending machines, and Bivio Rösterei, the highest coffee roaster in Europe.



IN THE NEWS

William Dujardin, MBA'04J

In January 2020, William Dujardin became the CEO of Ameropa SA, after a 14-year career at Bunge. Ameropa, the Binningen-based privately owned, grains and fertilizer production and trading company, was founded in 1948 and is active in 35 countries.

Photo ©Ameropa



IN THE NEWS

Tania Micki, MBA'02D

In March 2020, Tania Micki became the CFO of Tecan, the Swiss life science lab automation company. In December, she joined the Board of Directors of EHL Holding SA and the Board of Trustees of the EHL Foundation.

Photo ©Tecan



IN THE NEWS

Jos Dijsselhof, AMP'05Oct

Jos Dijsselhof, CEO of SIX, was in the news when SIX acquired Madrid's Bolsas y Mercados (BME), making it Europe's third largest financial market infrastructure group. Photo ©SIX Group



Save the Date

Swiss Alumni Conference Geneva

Saturday September 11, 2021

Conference Location:
Hotel President Wilson, Geneva

Evening Reception:
Golf Club de Genève

Presided by:
Peter Zemsky,
INSEAD Deputy Dean and Dean of Innovation



Peter Zemsky,
INSEAD Deputy Dean and Dean of Innovation

