



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 Association and alumni managed to thrive together in the challenging context of 2021. I am thankful for their commitment and drive to make the Association resilient when faced with ever-changing constraints.

All the Association volunteers managed to deliver on our commitments to members, Swiss alumni, and to the School. We will build on this foundation in 2022 in a hopefully more relaxed public health environment.

Being Flexible in Uncertain Times

Flexibility, our guiding principle, enabled the Association volunteers to offer forty-five (mostly online) events over the past 12 months, including cooperation with other leading business schools and Swiss universities, such as the Business Leaders for a Sustainable Future event.

The INSEAD spirit was celebrated with very high participation rates at the first Swiss Conference in Geneva, the hilarious online CHomedy! show, the private screening of the latest James Bond film in Zurich, and the Hydrogen Supply Chain panel discussions, organized by the newly founded INSEAD Alumni Energy Club Switzerland.

On INSEAD Giving Day 2021, our regional Chapter Presidents hosted Virtual Cocktails on Zoom, nurturing our ties to the school.

Creativity and New Volunteers

The creativity and drive of our volunteers brought the launch of the Swiss Role Model Series by the INSEAD Women-in-Business club, on top of its classic Mentoring Programme, now in its fifth edition, the first Management Buy-In workshop, and a new Alumni Golf Tournament in Zurich.

We welcomed new volunteers, namely Marco Montefiori, MBA'05J, the Energy Club's President, and Fabio Basile, MIM'21, our new Young Alumni Representative. We also welcomed Julien Firmenich, MBA'08J, following in the steps of Brigitte Reverdin, MBA'81, as President of the INSEAD Alumni Fund (IAF) in Switzerland.

This year's upcoming learning initiatives, such as Leadership Check-up Series and IN-BOARD Training, as well as business and social events look promising. I am confident that we will be enjoying the pleasure of meeting each other in person soon!

Philippe Mauron – President INSEAD Alumni Association Switzerland I am optimistic because of you, our alumni, faculty, staff and students, and, because of everything that we as a community have managed to achieve together.

The 2020/2021 academic year was certainly one that served up plenty of challenges, yet there were also countless examples of how our community managed to adapt, innovate and excel, notwithstanding the difficult circumstances.

Innovating and Growing

Whether it was successfully running our first ever hybrid graduation ceremony for the MBA'21J cohort or launching the new Mission to Change Podcast, hosting a successful series of digital alumni reunions, the acceleration of our lifelong learning programmes or launching the exciting new INSEAD Africa Initiative, we have continued to innovate and to grow as a school.

Entrepreneurial Spirit

I believe that this entrepreneurial spirit and willingness to consistently change and adapt puts INSEAD in a very strong position as we look to the future.

Of course, none of this would be possible without your unwavering faith and support in our mission. As such, I would like to take this opportunity to thank you, our alumni, for the many ways,



time and financial support, you gave back so generously to INSEAD during the 2020/2021 academic year.

Gifts and pledges from alumni and friends last year totalled €25M enabling the school to invest in much needed scholarships, faculty, research, our San Francisco Hub and in advancing our mission of business as a force for good.

Optimism

We still face an uncertain future, and it will clearly take time to recover from the financial and emotional impact that the crisis has had on all of us.

Yet, I remain optimistic about the future. I am optimistic because of you, our alumni, faculty, staff and students, and, because of everything that we as a community have managed to achieve together.

Ilian Mihov – DEAN INSEAD



INSEAD Professors Make Thinkers50 Ranking Recognized for achievement in the latest Thinkers50 awards for the world's top 50 most influential management thinkers are four INSEAD faculty members, namely W. Chan Kim, Renée Mauborgne, Erin Meyer, and Gianpiero Petriglieri. The biennial Thinkers50 selection is seen as the "Oscars of Management Thinking", recognizing thought leaders for their achievements in business and in academia. Photo credit: Jonas Legarth, Thinkers50

INSEAD Moves Up PitchBook 2021 Ranking of 'Top MBA Programs' for Startup Founders

INSEAD is #4 in the 'Top 25 MBA programs' category in the latest PitchBook ranking of entrepreneurial universities with 762 founders and 685 companies/startups raising USD23.1B. INSEAD was #5 in the same category in 2020. In the "Top 25 MBA for female founders" category, INSEAD maintained the #7 position with 82 women founders and 77 companies/startups, raising USD972M. Photo credit: redpixel, istockphoto





Hoffmann Global Institute for Business & Society To Accelerate in 2022

With its "Mission to Change" podcast, #SDGSMART campaign, more research, fresh conferences, and creative collaborations, the Hoffmann Global Institute for Business and Society hit its third-year milestone. Now it is picking up the pace, showing that sustainability goals, such as diversity and inclusion, the climate crisis, ethics, and social entrepreneurship, are for everyone, independent of job, company, industry or country, according to Katell Le Goulven, Executive Director (pictured here with actor and activist Harrison Ford.)

Photo credit: Jean-Hauss Meyer, Intent

EVENTS 2022

Upcoming opportunities to collaborate and learn



Alumni form a vibrant community across Switzerland, establishing lifelong ties

Save the date for a special Swiss Healthcare Club event in Basel to discuss the latest in healthcare-related data and digital innovation with INSEAD Professor Stephen Chick and two business leader panels. For sporty alumni, note the second Alumni Golf Tournament at Golf Kyburg. All upcoming events are listed on **insead.ch/events.** Photo credit: Rafael Wiedenmeier, istockphoto

30 June 2022

Swiss Healthcare Club (CHIC)

Data in Healthcare

Masterclass with INSEAD Professor Stephen Chick and business leaders at Safran Zunft, Basel

24 March 2022

IPEC.

Impact Investments for a Sustainable World

Visit to respons Ability AG in Zurich to learn from pioneering impact investors

2 April 2022

Swiss NAA

Leadership Check-up Series

Coaching and leadership development in four sessions plus coaching

9 June 2022

WIB.

IWIB Networking Lunch

Relaxing riverside lunch in Zurich

16 June 2022

Zurich Chapter

INSEAD Alumni Golf Tournament

Fun golf tournament at Golf Kyburg and dinner

EVENTS 2021

Exchanging with each other and Swiss business leaders

Swiss INSEAD Alumni Conference in Geneva



The gathering of 80 participants featured a keynote and panel moderated by Peter Zemsky, INSEAD Deputy Dean and Dean of Innovation

Enthusiasm was palpable as alumni welcomed the chance to meet in-person again at the Golf Club de Genève in September. For many it was the first get-together after months of virtual meetings.

School for Entrepreneurship

More than 80 alumni and guests from all across the country had a

chance to hear **Peter Zemsky**, INSEAD Deputy Dean and Dean of Innovation, speak about entrepreneurial INSEAD alumni, the School's San Francisco Hub, and why INSEAD is well-positioned to be a leading Business School for entrepreneurship. The date matched the celebration of Global INSEAD Day 2021.



With the panel members, he explored the Swiss startup ecosystem, the need for Swiss-based entrepreneurs to be more comfortable with risk, raising venture capital and exits, and tech as a force for good.

Four Swiss alumni took part in the panel, namely **Anat Bar-Gera**, MBA'87D, a serial entrepreneur, board member, and Venture Partner, **Kelly Richdale**, MBA'99, Business Development, Diem Networks, **Vincent Trouche**, MBA'11J, Head Project Management, Daphne Technology, and **Bernard Vogel**, MBA'98, Co-founder and Managing Partner of Endeavour Vision, a Swiss venture capital firm investing in promising healthcare companies

Conference Committee

The event organizing committee included Philippe Mauron, MBA'95J, President, INSEAD Alumni Association Switzerland, Doina Cebotari, MBA'13J, Geneva Committee Member, Brigitte Reverdin, MBA'81, Chair of the Founding Donor Group, INSEAD Alumni Fund Switzerland, and Dimitri Vaharis, MBA'17J, Geneva Chapter President.





Visit to V-ZUG

Zurich Chapter

V-ZUG is the Swiss market leading household appliance brand, employing 2,000 across Switzerland, Europe, Asia, and Australia.

It is undergoing transformational activities in production and products, and expanding internationally. In parallel, it is addressing sustainability and lowering its emissions on a path to rely on renewable, clean energy sources. While its engineers are designing products that push the boundaries on performance and energy efficiency.

These are just some of the topics and insights into the company behind the brand that alumnus **Peter Spirig**, MBA'01D, V-ZUG's CEO shared from the podium.

He talked about why V-ZUG keeps production in Switzerland, the features of its state-of-the-art vertical factory under construction in Zug, along with an update on V-ZUG's Sulgen site in Canton Thurgau, which will consolidate

the firm's refrigeration technologies.

More than 65 alumni registered for the event, which included a factory tour, and apéro.

The event was organized by Reto Gygax,

MBA'13D, Zurich Chapter President, and Peter Spirig.

December 2021



what makes INSEAD a world-leading business school for future entrepreneurs.

The panel featured **Mathieu**Horras, MBA'10D, Co-Founder and CEO, Aspivix, a medical device startup, **Kim Ludvigsen**, MBA'86D, Co-Founder Interprefy, a remote interpreting company, **Thomas Seiler**, MBA'85D, CEO and Board Member of publicly-traded u-blox, and **Wendy**Vanhonacker, MBA'13J, Founder of juice company Fit'n'Tasty. Each described the unique way that their INSEAD experience influenced their careers and entrepreneurial journeys.

The well-attended event was organized by Leila Ojjeh, MBA'01D, Brigitte Reverdin, MBA'81, and

Roland Mattis, MBA'87D, who also served as moderator.

May 2021

INSEAD Alumni Swiss Tech Entrepreneur Night

INSEAD Alumni Fund Switzerland
To mark the launch of the new
€40K Swiss Tech Entrepreneur
Scholarship the INSEAD Alumni
Fund (IAF) extended invitations
to alumni of EPFL and ETHZ in
Switzerland (potential candidates for the scholarship), along
with Swiss alumni, to an inspiring online event featuring
Henning Piezunka, Assistant
Professor of Entrepreneurship
and Family Enterprise. His talk
examined traits of successful
entrepreneurial businesses, and



A 21st Century View on Napoleon Bonaparte's Leadership

Geneva Chapter

What could a French military legend who died in exile in 1821 at the age of fifty-one, have to do with our lives today? Quite a lot, it turns out, particularly if you live, vote, or do business in Switzerland, according to INSEAD Professor Ludo Van Der Heyden who spoke at a Swiss alumni event in May 2021.

The influence of Napoleon Bonaparte still resonates in Europe today, as do the leadership lessons of his career.

The French leader's impact on modern Switzerland includes ending a civil war, putting in place the decentralized governance model, enabling language diversity and a thriving democracy, as well as adding several Cantons to the Federation.

The online talk coincided with the publication of Bicentenary
Memorial Lecture: A
21st Century View on
Napoleon Bonaparte's
Leadership. It was

moderated by Brigitte Reverdin, MBA'81, and organized by Mina Draganova, MAP'17J. Photo credit: Loïc Van der Heyden

May 2021

Veronica Denti, MBA'02D, a former Novartis executive, now Senior Programme Manager with the Gavi Alliance's new vaccine programmes. The moderator of the January 2022 episode was Aleksandar Ruzicic, MBA'97J, Swiss Healthcare Club President.

Earlier episodes featured **Moritz Butscheid**, MBA'09J, from Novo Nordisk and **Janneke van der Kamp**, MBA'03J, from Novartis.

The alternating moderators are Kristie Vuong, MBA'18D, Vice President Swiss INSEAD Healthcare Club, and Aleksandar Ruzicic. The series events are well-attended, with an alumni audience that asks a lot of questions, but also willing to share different perspectives.



Healthcare industry executives are invited to contact aleksandar. ruzicic@insead.edu to be featured in future episodes.

Ongoing Series

Swiss Healthcare Club Executive Lunch Series: Veronica Denti, MBA'02D, Gavi Alliance

Swiss INSEAD Healthcare Club (CHIC) What are the key differences between the corporate for-profit and the public non-profit worlds?

What are success factors in non-profits, and what do you need for a career in a non-profit organization? These are the questions candidly answered by



Working in a Disruptive Building The Hydrogen Supply Chain

INSEAD Energy Club Switzerland Over two sessions, eight CEOs and senior leaders discussed the latest initiatives and innovations in the hydrogen supply chain, as part of the greening of the hydrogen value chain. The first panel focused on the Port of Amsterdam's H2 Gate project to transform the port into a European hydrogen hub, preserving existing port facilities thanks to new hydrogen carrier technologies. Speakers: **Arno Flier**, H2 Gate Project Director, Avigdor Luttinger, Board Member, Electric Global, and **Dr. Daniel** Teichmann, Founder & CEO, Hydrogenious LOHC Technologies.

In the second session scale-up opportunities and challenges for established technologies, with additional focus on greening shipping fuels were discussed. Speakers: **Dr. Karin Exner**, CEO, Salzburger Aluminium Group, **John LoPorto**, President & CEO, Starfire Energy, **Mischa Paterna**, Managing Partner, Apex Energy, and **Murali Srinivasan**, Senior

VP Commercial, Yara International, **Torben Norgaard**, Head of Energy and Fuels, Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping.

Both sessions were moderated by **Noam Boussidan**, Platform

Curator on Energy, World Economic Forum, with introduction and closing remarks by Marco Montefiori, President, INSEAD Energy Club Switzerland.

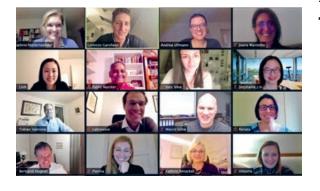
November 2021

alumni to develop their own coaching skills and network.

Twice a month from March until June 2021 the online sessions took place with a maximum of 15 participants. The coaching became a much appreciated and effective resource for alumni who received judgement-free insights.

Especially cherished was the "listening" aspect that allowed participants to describe challenges or problems without interruption. It turned out to be a powerful tool for growth: proof is that some participants formed their own coaching groups, according to Andrea Ullmann, MBA'10J, IWIB Committee Member who organized the series, along with Kathrin Niederlaender, GEMBA'17, IWIB Committee Member.

March to June 2021



Peer-to-Peer Coaching Pilot

INSEAD Women in Business Club (IWIB)

IWIB launched peer-to-peer group coaching in early 2021 to provide a neutral and safe format to discuss leadership challenges:

the type of challenges that fellow alumni could help with, in a way that family, friends, or even work colleagues cannot. In parallel, the sessions offered a chance for



The online event included a lively Q&A. It was organized by Bernhard Escher, MBA'10J, INSEAD Alumni Entrepreneurship Club Switzerland, President.

June 2021

number of alpine activities, including skiing, snowshoeing, skating and just spending time relaxing with fellow INSEAD alumni next to the slopes.

The programme offered plenty of time to relax and optional threecourse dinners on both Friday and Saturday nights.

The organizing team, which included Dimitri Vaharis, MBA'17J, Geneva Chapter President, is already looking forward to the next edition of the Verbier Ski Weekend in 2023

January 2022

Raising Funds On Kickstarter

Entrepreneurship Club The benefits of Kickstarter are greater than just access to equity-free capital, according to Marc Dür, Co-founder Treecer GmbH, a Zug-based board games publisher. Other benefits include a close relationship with customers who provide guidance and feedback on everything from price to product features. But to tap the benefits founders must be willing to be part of the Kickstarter community, have the right kind of products, and be able to serve a customer base that is mainly in the US, Canada, and UK.

Treecer's founders, who have raised USD750K on Kickstarter, say that consumer-oriented products with a compelling story do well on the platform. Using eye-catching visuals, keeping marketing in-house, and establishing a trustworthy team are other success factors.



INSEAD Ski Weekend, Verbier 2022

Geneva Chapter

The 23rd edition of the annual INSEAD Alumni Verbier Ski Weekend was another "epic" two-days of fantastic weather, alpine views and memorable moments, according to participants and all of the annual event's volunteer organizers. Doina Cebotari, MBA'13J, Geneva Committee Member, said that the team was delighted to be able to carry on the long-lasting tradition.

Despite Covid constraints it had a record high participation rate. Indeed, about 80 alumni, friends, and family were able to enjoy a







LUNCH AT SOCIÉTÉ NAUTIQUE DE GENÈVE August 25, 2021 Geneva Chapter









INSEAD ALUMNI LOCKDOWN SPECIAL: CHOMEDY!
February 17, 2021 Zurich Chapter

BASEL HISTORICAL WONDERS
HIKE June 13, 2021 Basel Chapter

LEARNING 202

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

Buy Your Own Company: Management Buy-in (MBI) Training:



A completely booked, full day of MBI training signals that acquiring and managing a business is on the radar of Swiss alumni

The event, organized by Martin Spirig, MBA'06J, IPEC President, Richard Bissonnet, MBA'81, IPEC Committee Member, and Reto Gygax, MBA'13D, Zurich Chapter President, featured eight speakers. Each shared candidly their practical knowledge and experiences with private transactions.

Training began with a keynote by Fabio Fagagnini, MBA'12D, who acquired and manages, along with two fellow INSEAD alumni, several orthodontics businesses through Piemontana Holding.

EDIT SUISSE

Search Funds and Debt Finance Maximilian Giers, MBA'17D, described his two-year search fund experience, while Moritz Vielhauer, Partner, Bain & Company, talked about commercial due diligence (company, competitors, suppliers, customers), along with investment case tips.

Astrid Audurier, who leads Credit Suisse Sponsor Group & Fund Financing in Switzerland, addressed debt financing. Natalie Sediako, MBA'15J, an executive director at LGT Capital Partners, covered valuation methods, while financial due diligence

> was covered by Nicole Balmer, AMP'19, CEO of Balmer Süess & Partner.

Equity Finance and Legal Aspects

Rounding off the training, Martin Spirig, Partner at Invision, discussed equity financing with illustrative case studies, and Reto Gygax, Founding Partner of VIALEX Attorneys at

Law, covered contractual aspects of an MBI, tips on legal advisor selection, legal aspects of due diligence, deal structuring, and transaction tax considerations.



A post event survey achieved a Net Promoter score of 93. The IPEC team thanks Credit Suisse for sponsoring the event.



Tapping the power of networking

Tapping the power of alumni networking, exchanging ideas, experiences, and support to champion women. In 2021, IWIB in collaboration with **Fish in the Boardroom** podcast launched the Swiss Role Model Series, catalysing the power of exchanging experiences for awareness and for personal growth. Three interactive sessions featured Kathrin Amacker, IDP-C'20Jun, Annabella Bassler, Group CFO, Ringier, and Anne Joffre, MBA'95D, Procter & Gamble.

IWIB tapped into the power of the network with its Peer-to-Peer Group Coaching series. It attracted a committed group of men and women from the INSEAD community, plus some IMD alumni.

Swiss Mentoring Programme Turned Five

Besides the online and four in-person events in 2021, the IWIB hit a 5-year milestone with the Swiss IWIB mentoring programme! The fifth IWIB Swiss Mentoring Programme runs from January 2022 to March 2023. The Mentoring organizers are grateful to all the mentors who generously commit their time to the development of alumni in Switzerland.

Between 2017 and 2021, 75 mentees participated, with a total of 140 alumni experiencing traditional-style mentoring and reverse mentoring, where a

younger person provides guidance to a more experienced one (for example on topics around new technology). A good number of men participate each year, as well as both younger and older alumni. It has a recommendation rate above 90%.

Supporting Inclusion and Diversity

The IWIB volunteers include Mary Antenen, IDP-C'16O, Andrea Ullmann, MBA'10J, and Kathrin Niederlaender, GEMBA'17, along with Swiss IWIB founders Laurence Amand-Jules and Mafalda Tenente (pictured on p 23 and p 21 respectively). You are invited to bring your power to the Swiss alumni community, attend IWIB events, and support a culture of inclusion and diversity!

The Swiss INSEAD Women in Business (IWIB) club champions women in business to support their professional development and promote cultural change on the road to gender parity so that women can achieve their full potential in society.

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



Monika Naef, IEP F/S'02 D Treasurer



Julien Firmenich, MBA'08J INSEAD Alumni Fund (IAF) Switzerland, President



Alexander Wyss, MBA'01D Ex-Officio



Fabio Basile, MIM'21 Young Alumni Representative

Swiss Committee

As a non-profit organization serving thousands of INSEAD Alumni across the country, the INSEAD Alumni Association Switzerland is led by the Swiss Executive 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.



Alessio Ascari, MBA'94J
Alessio Ascari and Federica Friz, MBA'07
organize online and in-person events for

alumni living in the Swiss Italian border area. It typically hosts social and business events in Lugano. The Ticino Chapter has plans to enhance ties with alumni communities in the Northern Italian region.



Geneva Chapter President **Dimitri Vaharis,** MBA'17J

Along with visits to iconic Swiss companies and regular after-work drinks at unique venues, the Geneva Chapter offers business and expert speaker events to the INSEAD alumni community in Romandie. Its annual Art Geneva tour, Verbier Ski-Weekend, summer lunches, and random dinners are popular traditions.



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

Each year, the Basel Chapter offers several opportunities to get together informally, either at trendy Basel venues or cultural events, such as Art Basel. Serving around 200 alumni, many of whom are EMBAs, its knowledge events feature expert speakers on current tech and business topics, often partnering with other leading university alumni clubs. The Chapter is keen to welcome new volunteers! Please contact marc. galin@insead.edu.



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

An active lifelong learning and social event calendar is typical for the Zurich Chapter. It hosts business events with expert speakers, as well as company visits, presentations, and tours. Alumni renew friendships and make new connections at the regular cultural and after-work drinks activities. The James Bond Film Nights are one of its most popular traditions.



INSEAD Women in Business Club Co-President, Geneva **Laurence Amand-Jules,** MBA'99D

The INSEAD Women in Business (IWIB) club creates career development initiatives, speaker events, and regular networking opportunities to support gender parity. It initiated the Swiss IWIB Mentoring programme, peer-to-peer group coaching, the Role Model Series, as well as collaborating with external like-minded networks.



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

The Entrepreneurship Club offers events for alumni interested in networking and exchanging experience on relevant topics, such as transitioning from the corporate world to business ownership, starting up a business, or becoming a business angel.



Matthias Frieden, MBA'05J Now in its 8th edition, the INSEAD Board Initiative is for alumni that are or will be serving on boards of SMEs, startups and listed corporations. To date about 100 Swiss

SMEs, startups and listed corpora tions. To date about 100 Swiss alumni have participated in the annual training initiative. Potential participants are invited to email Matthias Frieden ahead of the official September announcement to frieden@thefrieden.com.



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

The CHIC team, including Laurent-Dominique Piveteau, MBA'01D, Kristie Vuong, MBA'18D, and Zoë Billinghurst, MBA'02D, organize live and virtual events featuring healthcare executives, experts, or INSEAD professors. Its popular Lunchtime Executive Series, launched in 2021, will continue in 2022.



Private Equity Club (IPEC)
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.



Energy Club President

Marco Montefiori, MBA'05J The Swiss chapter of the INSEAD Energy Global Club offers alumni the opportunity to learn, network and share experiences across the energy sectors, with a focus on energy transition, carbon neutrality and sustainable business models.

INSEAD CAMPAIGN ACCELERATING

€281M

Total gifts to date Campaign ends 08/23

16,659 Number of Alumni Participating 2514

Number of INSEAD Giving Day Participants

€1.32M

Total INSEAD Giving Day 2021 The INSEAD Campaign – Force for Good is keeping up the pace after reaching a milestone of 112%, engaging 16,659 members of the global INSEAD alumni community, for a total of €281M to-date

Global alumni were engaged on Giving Day 2021 with more than 2500 alumni participating for a total of €1.32M. Swiss alumni gifts reached €123K

TECH ENTREPRENEUR SCHOLARSHIP

Following a successful launch campaign in 2021, led by Roland Mattis, MBA'87D, and Leila Ojjeh, MBA'01D, the first recipient of the new Swiss Tech Entrepreneur Scholarship is Jerome Clavel, MBA'22D, an EPFL graduate with an international industrial manufacturing background.

The Tech Entrepreneur Scholarship aims to enhance the business educational foundation and

network of Swiss tech entrepreneurs while attracting the best talent in Switzerland to INSEAD's MBA programme.

To raise awareness of the Tech Scholarship, two events in 2022 are planned in Zurich and online.

GROWING IMPACT

A special Thank You for all the donors who helped to grow the Switzerland Endowed Scholarship for Swiss Candidates fund to €1.35M. To date eight €20K Swiss Scholarships have been awarded. The goal is to grow the fund to €2M to enable one or more €40K tech scholarships and several €20K scholarships annually.

INSEAD Alumni Fund Switzerland

Julien Firmenich, MBA'08J, IAF President Switzerland Brigitte Reverdin, MBA'81, Chair of the Founding Donor Group

Further information

https://www.insead.ch/swiss-scholarship

What is the impact of the Swiss Scholarship?



Stephane Ketchassi, MBA'22J

"The INSEAD MBA is an incredibly rich and intense year. With a lighter financial burden, I feel capable of experiencing it more freely. The scholarship is particularly important considering the cost of an MBA and how long it took to save for it."



Amanda Michel, MBA'22J

"The INSEAD Alumni of Switzerland Endowed Scholarship frees me to make an impact via the Women in Business Club and make contributions beyond the classroom throughout my year at INSEAD."

How is life after an INSEAD MBA?

Emilie Jacot-Guillarmod, MBA'20J, Senior Lawyer at Lenz & Staehelin. "My MBA helps me better understand and support clients' strategies and businesses in the firm's new technology and PE/VC practice."

Romain Fakhoury, MBA'20D, Associate at Homburger, "I have assisted companies on legal aspects of all stages of their development, from venture capital financing to post-IPO. Participating in alumni networking events and reunions proves that studying at INSEAD is only the beginning of many gatherings with each other."

Where are early recipients now?

Remo Brühwiler, MBA'19J, and family moved to the UAE after graduating to start as a Consultant at BCG (The Boston Consulting Group) in Dubai. Their second child was born last year, and Remo was recently promoted to Project Leader.

Michael Vogt, MBA'18D, moved to Berlin to develop IoT (Internet of Things) and connectivity products for Schindler after his MBA. Now he is based in Shanghai, China, the company's largest market, building up the digital and data capabilities of the elevator service business.

Swiss INSEAD alumni are taking on new challenges across the country. Here are just a few making news in the corporate, non-profit, and startup sectors.



ENTREPRENEURSHIP

Paula Reichenberg, MBA'07J When Paula Reichenberg imagined being a lawyer with an INSEAD MBA, she anticipated it would help her run a more successful law firm. Instead. she became an entrepreneur. Paula is currently raising seed financing for Neur.on, a legaltech spinoff of Hieronymus AG, the legal translation services company she founded upon graduating. The new company will offer proprietary machine-learning (ML) linguistics platform to international legal teams to reduce operational costs.



APPOINTMENT

Jahangir (Jan) Doongaji,

MBA'96D

Hilti Group announced its next CEO is Jahangir (Jan)
Doongaji. With Hilti since
2000, Jan has been an Executive Board member for the past eight years. He starts as
CEO in January 2023. Hilti is a leading supplier of tools, technologies, software, and services for the global professional construction sector with
30,000 employees world-wide.
Photo credit: Hilti



Laura Meyer, MBA'10J
Laura Meyer is now CEO of
Hotelplan Group, the
Migros-owned travel group, with
circa 2,000 employees worldwide. Photo credit: Hotelplan



David Eberle, MBA'17J Two years ago, David Eberle left consulting to launch Typewise, a deeptech startup with predictive text products developed with machine learning (ML) and natural language processing (NLP) experts from the Swiss Federal Institute of Technology (ETH). Its vendor-neutral enterprise solution boosts productivity and communication quality for users of enterprise software, supporting multiple languages. The venture is backed by business angels.



AWARD **Doris Albisser, IDP-C 10 2015**Doris Albisser received an INSEAD IDN award in non-profit leadership as Member of the International Senate, SOS Children's Villages, and President, SOS Children's Villages Switzerland.



APPOINTMENT

Alessio Ascari, MBA'94J

Alessio Ascari is now CEO of
GenomSys, a bioinformatics
company founded in 2016 that
makes genetic data easier to
analyse and offers a unique
concept of personal genomics.



Lucrèce Foufopoulos-De Ridder, YMP'01 Lucrèce Foufopoulos-De Ridder, was nominated to the board of Sika, the Swiss specialty chemical products company. Photo credit: Andaleeb Lilley, Borealis

At Credit Suisse **Francesco de Ferrari**, MBA'96J, began as CEO Wealth Management. At UBS, **Patrick Firmenich**, MBA'90J, was elected to the Board of Directors. In healthcare, **Gregory Behar**, MBA'01D,

CEO of Nestlé Health Science, was appointed to Sonova's Board of Directors.



Stephen Chick, INSEAD Professor of Technology and Operations Management Academic Director, INSEAD Healthcare Management Initiative

Save The Date Thursday June 30, 2022

Data in Healthcare

INSEAD Professor Stephen Chick Keynote plus two expert panel discussions



Restaurant Safran Zunft, Basel Hosted by: Swiss INSEAD Alumni Healthcare Club (CHIC) Collaborating: National Alumni Associations France & Germany



