



INSEAD

Alumni Association
Switzerland

ANNUAL MAGAZINE 2023



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

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After two challenging years, the INSEAD Alumni Association Switzerland returned to a pre-pandemic level of activity in 2022, offering our community more than 50 alumni-led, social or learning events across the country.

As Covid restrictions were lifted for good over the course of 2022, like many of you, I thoroughly enjoyed socializing and interacting in real life again, rather than through a screen.

A varied program of events

Our growing team of volunteers put together an exciting program of 50+ events across Switzerland in 2022, from company visits and expert panels to co-working sessions, guest speakers, after-work drinks, and networking lunches.

Learning from each other remains a central focus of our community. The 9th edition of the Swiss IN-BOARD Program kicked off centrally in December 2022, in Fontainebleau. In June, INSEAD Dean of Innovation Peter Zemsky joined us for a fascinating Tech Entrepreneurship panel in Zurich, followed by a Heath Data Masterclass with Prof. Stephen Chick in Basel. Our popular Management Buy-in workshop in November was again fully booked, demonstrating strong interest from alumni in this path to entrepreneurship.

Giving generously

Sadly, the first quarter of 2022 was marked by the outbreak of war in Ukraine. In true INSEAD spirit, Swiss alumni mobilized to support Ukrainian refugees. Nataliia Boiko, MBA'19J, helped connect alumni and corporations offering help with organizations on the ground; Dimitri Chichlo, EMBA'17D, founded the NGO Demine Ukraine to fund mine clearance; and Elena Parker-Kaplun, EMBA'17D, set up Impact Ukraine to support employees of SMEs who have lost their livelihoods due to the war.

As part of the INSEAD Giving Day Campaign 2022, the Zurich, Geneva, and Basel chapters organized fundraising cocktails events. Thanks to our alumni's generosity, Switzerland ranked in the top three contributors worldwide, quite an achievement given the relatively small size of our country.

A vibrant community

Our team keeps growing from strength to strength, thanks to the arrival of new volunteer committee members (meet them on p. 21), including several



recent graduates, who bring fresh ideas, energy, skills, and enthusiasm to the task of building a vibrant alumni community. A warm welcome also to Mary Antenen, IDP-C'16Oct, who was nominated as INSEAD International Directors Network Alumni Ambassador for Switzerland in 2022.

Last but not least, Ilian Mihov will be stepping down as Dean of INSEAD this year. I take this opportunity to thank him for his outstanding leadership of the School over the past 10 years and look forward to welcoming his successor as soon as he or she is announced.

Let's work together again this year to build a welcoming and dynamic alumni community!

A handwritten signature in black ink, appearing to read 'Philippe'.

Philippe Mauron
President, INSEAD Alumni Association
Switzerland

For Excellence, for Change, for Each Other

The end of 2022 brings me to a moment of reflection and anticipation as I enter the final year of my deanship and the last year of INSEAD's Force for Good campaign.

When I look at INSEAD today, I see a community united – for excellence, for change, for each other – with so much to be proud of. As this Magazine goes to print, we have just passed the €300M mark for the campaign, which is a remarkable achievement. I am especially grateful for the increase in giving towards scholarships, a vital source of funding for INSEAD students that more than tripled during the campaign. Each campaign gift, whatever its area of focus, has a distinct ripple effect, stirring change within INSEAD whose impact reverberates out into the world.

I believe our campaign results reflect the deep solidarity alumni feel with INSEAD's mission. Findings from our recent Alumni Impact Survey reveal that an increasing number of alumni are creating businesses with a social purpose. Many are engaged in the critical issues of our times. One point of pride for me is the creation of the Hoffmann Global Institute for Business and Society. This young institute has already influenced perspectives and practices related to sustainability, and it will continue to

make a difference long into the future.

As we emerge from the shadow of a global pandemic it has been exciting to be back on the road to meet alumni around the world. I have been moved by the resilience of our community. It's been especially gratifying to see alumni come together for reunions, with our campuses back to normal and buzzing with participants in our degree and executive programs. The dynamic presence of students and faculty creates a vibrant intellectual environment that nurtures and provokes innovative thinking. Renovating and reimagining the Europe Campus where INSEAD started has become even more vital. This ambitious milestone project seeks to bring the campus in Fontainebleau up to sustainability standards while retaining a unique atmosphere and an ambience that fosters lifetime connections.

As I look toward the final months of my tenure as dean, I feel moved to note what a privilege it has been to work with our many volunteers around the world.



Their dedication and passion for INSEAD truly inspire me. I also wish to acknowledge and thank my team at INSEAD, my faculty colleagues and all the staff. And, of course, I thank you, our donors and community.

As I've said before, INSEAD would be nothing without its people. The important work we are doing together, made possible by your generosity, is not finished. In fact, with so many challenges to address in our complex world, it is just beginning.

A handwritten signature in black ink, appearing to read 'Ilian Mihov'.

Ilian Mihov
Dean



Photo: INSEAD

Digital technology and artificial intelligence play a growing role in management education

It is a point of pride that INSEAD was among the first to introduce data analytics in its MBA curriculum, a decade ago. Since then, demand has grown exponentially. Today, most programs include extensive content on digital technology, artificial intelligence, and data analytics, reflecting their central role in business and society. Additionally, the school is pioneering the use of virtual reality simulations in the classroom. MBA students can choose from elective courses such as “AI Strategy for Startups and C-Suites”, “Data Science for Business”, “Crypto Entrepreneurship”, and more.

INSEAD maintains its leading position in global business school rankings

The School ranks #1 in the Research category of the Financial Times Business School Global MBA ranking, and earns the top spot outside of the US in the latest University of Texas, Dallas Business School Research Ranking. In the 2022 QS World University Rankings by Subject, based both on academic reputation and research impact, INSEAD ranks #2 in Business and Management Studies.



Photo: INSEAD



Photo: INSEAD

Janssen Scholarship gift takes INSEAD Force for Good Campaign over €300M

The Claude and Tuulikki Janssen Endowed Scholarship was established by Tuulikki Janssen, wife of the late Claude Janssen, one of INSEAD’s founding fathers. It fulfils the couple’s joint wish to support INSEAD students who face significant challenges in financing their education, particularly those from developing countries. This generous gift takes the Force for Good Campaign over the €300 million mark and enables INSEAD to maintain and further enhance the diversity of its student body for the long term.

EVENTS

2023

Learning from each other and
building a vibrant alumni community



From social gatherings to seminars and fundraising events, INSEAD alumni living and working in Switzerland enjoy multiple opportunities to connect with each other, learn new skills, exchange ideas, and support the School.

The Association is always interested in hearing from alumni about what types of events they would like to see in the future. If you have an idea for a social or learning event or would like to help organize one, please reach out to a chapter or club representative or email communications@insead.ch.

Upcoming events

25 March – Basel – in-person

Basel Chapter

Tackling the challenge of antibiotic resistance

A fireside chat with Bill Burns, Former CEO of Roche

30 March – Zurich – in person

IPEC

State of the private equity industry

Evening conference and networking

31 March – Geneva – in person

Energy Club

How has the energy crisis been transforming classic economic paradigms?

A discussion with INSEAD Professor Loïc Sadoulet

14 April – Zurich

Zurich Chapter

Young Alumni Global Membership (YAGM) welcome drinks

25 April – online

Energy Club

How new technologies are helping the oil and gas industry address the climate challenge

A discussion with the Oil and Gas Climate Initiative and GHGSat Inc.

27 April – Lausanne & online

Geneva Chapter

Startup Champion's Seed Night

Discover the most promising entrepreneurs from EPFL and beyond

10 May – Zurich

Zurich Chapter

Afterwork drinks

11 May – Geneva

Energy Club

How Geneva is leading the way in decarbonization

A discussion with Geneva-based thermal solar pioneer TVP Solar

8 June – Zurich

IWIB Club

IWIB networking lunch

13 June – Zurich

Zurich Chapter

Afterwork drinks

14 June – Zurich

Zurich Chapter

Annual INSEAD Alumni golf tournament

EVENTS 2022

Sharing experiences and insights
with Swiss business leaders

Healthcare Data and Point-of-Care Innovation Masterclass



Data in Healthcare panel: Eric de la Fortelle, MBA'99D, Healthcare Club co-moderator; Jean-Frédéric Petit-Nivard, Chief Commercial Officer, Owkin; Meni Styliadou, VP Distinguished Fellow, Takeda Data Science Institute; Dr. Tom Gibbs, Director, Debiopharm Innovation Fund; Remy Rivard, MBA'15J, International Innovation Leader, Roche; Zoe Billingham Puskas, MBA'02D, Vice-President Healthcare Club and co-moderator.

INSEAD Professor Stephen Chick and a panel of business leaders discussed how COVID-19 became an unexpected driver of digital transformation in many parts of the healthcare industry.

More than 70 INSEAD alumni and guests gathered at Zafran Zunft in Basel in June for a masterclass organized by the Swiss Healthcare Industry Club (cHIC) with Stephen Chick, INSEAD Professor of Technology and Operations Management, and a panel of healthcare leaders.

Prof. Chick presented a study that showed the promising results of an alternative approach to clinical trials, known as “value-based and adaptive design”, which has potential to improve the cost-effectiveness, speed, and public health benefits of clinical trials.

Eight executives then followed Prof. Chick on the podium for two panel discussions. The **Data in Healthcare panel** (pictured above) addressed the challenges of financing, using, sharing, and capitalizing on data in the areas of drug discovery,

development, and commercialization. The disruptive potential of behavior modification enabled by digital health applications was highlighted as a key trend.

The **Scaling Point-of-Care Innovations panel** addressed products and services for health-related genetics, diabetes care, personalized health, and rapid testing. Panel members saw speedier test results and more empowered patients as important positive outcomes of this trend. This panel was moderated by Aleksandar Ruzicic, MBA'97J, President of the Healthcare Club, and comprised of Alesio Ascari, MBA'94J, CEO GenomSys; Dr. Marcel Gmünder, Global Head of Roche Diabetes Care; Dr. Christian Rebhan, MBA'09J, Chief Medical & Operations Officer, Unilabs; and Dr. Bram Stieltjes, Head of Research & Analytical Services and Personalized Health, Basel University Hospital.

Looking back on a selection of learning and social events organized by and for alumni in 2022

January 2022

Ocean Conservation and Venture Philanthropy

Zurich Chapter



Photo: V. Lowe

Social enterprises and impact investors are pioneering solutions to protect the oceans.

Over 80 alumni and guests registered for this webinar on promising solutions that are emerging to maintain and improve the health of oceans, and by extension that of the planet.

Alasdair Harris, Executive Director of the NGO Blue Ventures, shared examples of effective community-based solutions.

Chirag Shah, MBA'96D, spoke about his experience with the Rocket Foundation, which aims to bridge the funding gap through its impact venture portfolio (which includes projects with Blue Ventures). Also on hand was **Matthew Michaelides**, MBA'21J, who helped develop a new fundraising vehicle for Blue Ventures as part of an INSEAD social enterprise consulting group project.

The event was organized by **Reto Gygax**, MBA'13D, Zurich Chapter President and moderated by **Fabrice d'Erm**, YMP'04, Co-Founder of the Rocket Foundation.

February 2022

Swiss Venture Capital Exits 2021

IPEC

Zurich and Vaud saw the most startup exit activity in 2021, with 44% and 9% of national deals.

This was just one of the take-aways of this year's briefing on exits and trends in Swiss venture capital presented by **David Sidler**, Head of Investor Relations at Verve Ventures, a Zurich-based firm investing in life sciences, digital, and hardware startups across Europe. The webinar also covered M&A and IPO activity in both Europe and Switzerland in 2021 and led to a lively discussion on the post-pandemic outlook.

Well over 85 participants registered for the event, which was moderated and organized by

Richard Bissonnet, MBA'81, IPEC Committee Member, with the participation of **Martin Spirig**, MBA'06J, IPEC President.



Photo: D.Sidler

March 2022

Visit to responsAbility Investments

IPEC



Photo: responsAbility

Impact investing aims to change outcomes of the most pressing issues of our time.

Rochus Mommartz, CEO of responsAbility, welcomed 21 participants to the company's headquarters in Zurich for a fascinating discussion about the Swiss firm's pioneering approach to impact investing.

Focusing on emerging market private debt and private equity, responsAbility directly contributes to the United Nations Sustainable Development Goals (SDGs) by financing the growth of Micro & SMEs, supporting the transition to net zero, and contributing to sustainably feeding a growing global population.

The event was organized by **Martin Spirig**, MBA'06J, IPEC President, and **Richard Bissonnet**, MBA'81, IPEC Committee Member.

April 2022

Unlocking and Scaling Investments in Nature

Entrepreneurship Club



Photo: iStock

Capital-efficient, nature-based solutions (NBS) are playing a pivotal role in mobilizing capital for net zero.

More than 85 alumni and guests logged in online to learn how technology and finance are being harnessed to mitigate climate change and support nature conservation and restoration at scale.

Natascha Lander, Co-Founder & Partner of BELIEVE and **Jamie Lawrence**, Co-Founder and Forest Strategy Lead of Xilva AG, shared their experience of building companies that overcome some of the barriers to growth, such as fragmented and inefficient markets, while **Erik Ringvold**, MBA'18J, Associate Partner at McKinsey & Co, provided an overview of the NBS landscape.

The event was moderated by **Lorenzo Garofano**, MBA'07D, Co-Founder of XILVA AG.

May 2022

Role Model Series with Bas van Buijtenen and Amira Ghozali

INSEAD Women in Business

Starting small with diversity, equity, and inclusion (DEI) can deliver big results.

While working together at Aptar Pharma, **Amira Ghozali**, Director of Strategy and Market Intelligence, and **Bas van Buijtenen**, IDP-C20, AMP05, who is now CEO of LTS Lohmann Therapie-Systeme AG, rolled out a successful company-wide D&I initiative. Starting with a single business unit and minimal resources, they progressively expanded the initiative to the entire company of 13,000 staff worldwide. This led to Aptar being recognized by Forbes as a Global Top 10 Female-Friendly Company in 2021.

The event was organized by **Andrea Ullmann**, MBA'10J and **Kathrin Niederlaender**, GEMBA'17.

Watch the video:



June 2022

Tech Entrepreneurship in Switzerland

INSEAD Alumni Association



Photo: INSEAD Alumni Association Switzerland

Switzerland's leadership in innovation is backed by a dynamic entrepreneurial ecosystem.

Over 50 alumni and guests gathered at Baur Au Lac Hotel in Zurich, for a discussion that ranged broadly across education, scaling, financing, and the impact of the current economic challenges.

Personal stories highlighted the various hurdles that founders have faced on the road to success. Peter Zemsky, INSEAD Dean of Innovation moderated a panel of alumni founders and venture capital investors, including **Anat Bar-Gera**, MBA'87D, angel investor, **Dominique Mégret**, MBA'96D, Head of Swisscom Ventures, **Stefan Pinggera**, MBA'12J, founder of CheckYeti, and **Marc Vollenweider**, MBA'91D, CEO and co-founder of Evalueserve.

The event was organized by **Reto Gygax**, MBA'13D, Zurich Chapter President, and **Julien Firmenich**, MBA'08J, IAF Switzerland President.

June 2022
INSEAD Alumni Golf Tournament

Zurich Chapter



Photo: S. Buser

On a sunny afternoon in June, 9 golfers teed off in the second annual INSEAD alumni golf tournament at beautiful Golf Kyburg near Zurich.

Players were teamed up randomly to play according to “Texas scramble” rules, in which teams decide which player’s drive is best, then place their balls where the chosen drive ended up, returning a single score for each hole. The spirit of cooperation and friendly competition was evident as players of different levels completed the course. Another 5 non-golfer alumni and spouses joined for drinks and dinner after the game. The tournament organizers were **Stefan Buser**, IDP’18, and **Kay Noh**, EMBA’04D.

September 2022
Creativity in Negotiation workshop with Giuseppe Conti

Basel Chapter

Approaching negotiations with a learning attitude leads to better outcomes.

Professor of negotiation and influencing **Giuseppe Conti** sees negotiation not a battle but as an opportunity to deploy creativity and find solutions that accommodate the needs of both parties. 18 alumni joined this interactive workshop, which included role-playing on a negotiation case, followed by a debrief. An award-winning lecturer and negotiator with over 25 years of executive-level experience, Mr Conti has been working with INSEAD since 2008. The workshop was organized by **Marc Galin** MBA’99J, Basel Chapter President.



September 2022
Visit to Unpaired.Gallery

Entrepreneurship Club

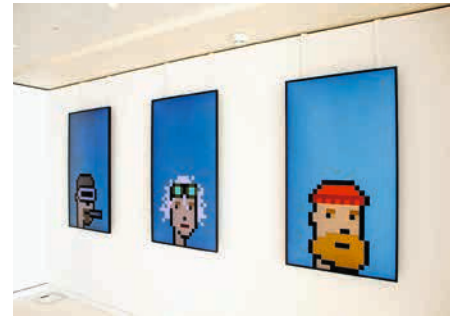


Photo: unpaired

Art meets technology at Switzerland’s first physical NFT gallery, located in Zug’s crypto valley.

This visit was an opportunity for 14 alumni to learn about the brave new world of non-fungible token (NFT) art from a leading player in the space. **Niklaus Neddermann**, CFO & Co-COO and **Petra Tomljanovic**, Curator of unpaired.Gallery, explained how the company uses innovative technologies to make this new form of art accessible to the public. In October 2021, the team behind unpaired was responsible for the successful launch of 10,000 art NFTs, which raised more than USD 20 million in 24 hours. The visit was organized by **Bernhard Escher**, MBA’10J, Entrepreneurship Club President.

November 2022 Building the Hydrogen Supply Chain

Energy Club



Photo: iStock

Scaling up green hydrogen use poses logistical, investments and innovation challenges.

In this second annual webinar, a panel of nine senior leaders in the green hydrogen industry shared their insights on how to build a truly global hydrogen ecosystem, as governments everywhere step up investment to promote green hydrogen. In two sessions, panelists discussed the logistical challenge of scaling up. Participants heard from **Torbern Norgaard**, Head of Energy & Fuels at Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping, **Martijn Coopman**, Program Manager Hydrogen at Port of Rotterdam, **Karin Exner**, CEO of Salzburger Aluminium Group, **Bruno Meuriot**, Project Manager at Hydrospider, **Fabrice Billard**, CEO of Burckhardt Compression, **Michelle Robson**, Senior Investment Manager AP Ventures, **Avigdor Luttinger**, MBA'79, Head of Strategy and Marketing Electric Global, **Raphael Schmidt**,

Head of Business Development at Hydrogenious, and **Arno Flier**, Former Project Director of H2Gate.

Over 150 people registered for this webinar, which was moderated by **Noam Boussidan**, Platform Curator on Energy, World Economic Forum, with opening and closing remarks by **Marco Montefiori**, MBA'05J, President, INSEAD Energy Club Switzerland.

Role Model Series with Frederic Van Mullem

INSEAD Women in Business **Medtronic has received numerous honours for its commitment to DEI in the workplace, including Forbes Magazine Best Employer.**

During this first hybrid IWIB event, **Frederic Van Mullem**, VP of Human resources EMEA at Medtronic, explained how the global leader in medical technology went about building a culture of diversity and inclusion, and what lessons were learned along the way. Among other measures, he emphasized the importance of supporting networks at the company level and including DEI KPIs in the CEO performance report. The event was organized by **Laurence Amand-Jules**, MBA 99D, IWIB President Geneva, and **Andrea Ullmann**, MBA '10J.

January 2023 24th INSEAD Verbier Ski Weekend Verbier

Geneva Chapter



Photo: INSEAD Alumni Association Switzerland

The snow arrived just in time for the INSEAD Alumni ski weekend, with sunny skies, breathtaking mountain views, and great company.

The 24th edition of the traditional INSEAD Alumni Ski Weekend in Verbier broke another record, with around 100 alumni from across Switzerland showing up to ski, hike, relax, catch up with friends over dinner, and celebrate the INSEAD spirit. The organizing team of **Doina Cebotari**, MBA '13J, **Mayssa Scheib**, MBA '14J, **Dimitri Vaharis**, MBA '17J, and **Victor Svensson**, EMCCC '17 delivered a masterfully planned event, filled with fun activities for skiers and non-skiers alike. Sunny weather, fantastic snow conditions, delicious food, and the friendly atmosphere at the dinners on Friday and Saturday made this a weekend to remember. See you in 2024!

Healthcare masterclass with Stephen Chick at Safran Zunft, Basel 30 May



Tech Entrepreneurship in Switzerland with Peter Zemsky, Baur au Lac, Zurich 15 June



IWIB Networking Lunch, Zurich 15 September



Giving day drinks at Campari Bar, Basel 18 May



Giving day drinks at Chez Philippe, Geneva 18 May



Summer Lunch at Geneva Tennis Club 27 July



Visit to responsAbility AG, Zurich
24 March



Afterwork drinks at
Le Scandale, Geneva 16 March



Alumni Ski Weekend in Verbier
20-22 January 2023



LEARN- ING 2023

Swiss initiatives for growth
and career development

IN-BOARD Initiative: Skills and knowledge to become a more effective board member



IN-BOARD kick-off session in Fontainebleau

Designed for current or prospective board members of SMEs, startups, or listed corporations, IN-BOARD is a collaborative executive education initiative between INSEAD and national alumni associations. It begins with an on-campus session in Fontainebleau in November or December, organized in two cohorts. Over the course of two and

a half days, Professors Erik van de Loo and Jaap Winter introduce participants from the Belgian, Dutch, German, and Swiss Alumni Associations to key topics such as board dynamics, board effectiveness, and leadership.

From January to June 2023, the course continues with five half-day modules in Zurich on legal, strategy, HR, accounting & audit, and startups, led by experienced professionals from our

knowledge partners. The workshop format is highly interactive, with content tailored to the Swiss corporate environment. The program also offers participants a chance to network, connect, interact with, and learn from other alumni, experts, and speakers.

1–3 and 2–4 December 2022
Board Dynamics Erik van de Loo and Jaap Winter

Modules in Zurich

26 January 2023
Legal Baker & McKenzie

2 March 2023
Strategy McKinsey & Company

13 April 2023
Human Resources Egon Zehnder

11 May 2023
Accounting & Audit PricewaterhouseCoopers

15 June 2023
Startups Balz Roth & Jean de Wolf

Each 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 or accommodation.

Number of participants: 12

Contact Matthias Frieden MBA'05J
 frieden@thefrieden.com

Management Buy-In Training: How to finance your MBI



Four buy-in managers presented their MBI experiences to a selected group of alumni and investors.

Building on the success of the first MBI training in 2021, this year's workshop focused on concrete MBI situations through the experience of four entrepreneurs. Tobias Vancura, MBA'06J, presented his MBI journey, while Reto Eigenmann explained why buy-in managers should think of themselves as equity owners. Kannan Palaniswamy, MBA'06J, and Marcel Vonarburg, EMBA'17, described their ongoing MBI efforts, which led to a lively discussion with the panel and audience about their approach.

An open dialogue on financing

Astrid Audurier, Head of Sponsor Group & Fund Financing at Credit Suisse, and her colleague Reto Leisi, Senior Segment Manager for Entrepreneurs & Executives, returned this year to share their insights on debt financing. They

were joined by two experienced equity investors, Sébastien Demole, MBA'09J, Partner and Head of Private Clients at Decalia SA, and Julien Firmenich, MBA'08J, President of IAF Switzerland.

Practical advice on the MBI process

The 40 alumni in the audience participated actively in the dialogue with the panelists. They appreciated the opportunity to exchange ideas with like-minded entrepreneurs and get practical advice. Many reported that better understanding the expectations of equity and debt providers encouraged them to pursue MBI opportunities.

The workshop was organized by Martin Spirig, MBA'06J, IPEC President, who also served as

moderator, Richard Bissonnet, MBA'81, IPEC Committee Member, and Reto Gygax, MBA'13D, Zurich Chapter President. The IPEC team thanks Credit Suisse for sponsoring the event for a second year.

Many Swiss alumni want to acquire and manage a company. Do you know of a business that might be for sale or an entrepreneur who is looking for a succession? IPEC will be happy to connect you with a suitable candidate.
Please contact martin.spirig@insead.edu

Putting gender, diversity, and inclusion at the centre of the conversation



Toasting the 5th anniversary of the IWIB Swiss mentoring Program in Zurich, September 2023

In Switzerland, as in many countries around the world, significant gaps remain in terms of women's economic opportunity and political empowerment. IWIB aims to help close this gender parity gap by introducing alumnae and alumni to roles models in female leadership and gender parity across multiple industries, and providing them with tools and insights to become more inclusive leaders.

5th anniversary of the Swiss Mentoring Program

IWIB marked the fifth anniversary of its mentoring program with celebrations in Zurich and Geneva in September and October 2022. Since 2017, the highly popular annual program has supported the career development of more than 90 Swiss alumnae and alumni by pairing them with experienced professionals to reflect together on their current position, skills, and aspirations.

The yearlong program is open to all genders and ages, including seasoned executives contemplating a major career change. We are proud to run a gender-balanced program: nearly half of mentees are men and, for the first time in 2022, half of the mentors were women. IWIB has also introduced reverse mentoring, in which senior alumni are mentored by junior alumni who share their insights on issues relevant to younger generations. Applications are open to mid-February and mentoring pairs are announced in April.

Role Model Series: Learning from pioneers in diversity, equity, and inclusion

IWIB welcomed four guest speakers in 2022 as part of its Role Model series. Anne Joffre, MBA'95D, Associate Director at Procter & Gamble, Amira Ghozali, Director of Strategy and Market Intelligence, Aptar Pharma, Bas van Buijtenen, IDP-C20, AMP05, CEO, LTS Lohmann Therapie-Systeme AG, and Frederic Van Mullem, VP Human Resources EMEA, Medtronic, spoke about their journey to build a culture of diversity and inclusion in their organizations. This series is organized in collaboration with Fish in the Boardroom, a bi-weekly podcast about D&I in Swiss leadership hosted by Andrea Ullmann, MBA'10J.

Networking lunches: Forging strong ties

IWIB resumed in-person networking events in 2022, to the delight of all. Over a dozen alumni joined each of the four quarterly lunches organized by IWIB Zurich, in addition to the mentoring anniversary celebrations in both Geneva and Zurich. These informal gatherings are an opportunity for alumni of all genders to form close friendships and support each other in their professional and personal development.

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 & INSEAD Women in Business Club President, Zurich



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

INCOMING EXECUTIVE COMMITTEE MEMBERS

The INSEAD Alumni Switzerland is led by the Executive Committee volunteers, including the chapter and club leaders on the following pages.

We wish a warm welcome to the four new members who will be joining the Executive Committee at the next AGM.



Victor Zambrano, MBA'08D
Acting Basel Chapter President



Emilie Jacot-Guillarmod, MBA'20J
Acting Young Alumni Representative
Geneva



Andrea Ullmann, MBA'10J
Acting INSEAD Women in Business
President, Geneva



Nick Bischofberger, MIM'22
Acting Young Alumni Representative
Zürich



Ticino Chapter President
Alessio Ascari, MBA'94J

Alessio Ascari and Federica Friz, MBA'07D, organize online and in-person events for alumni living in the Swiss Italian border area. Social and business events generally take place 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 organizes business and expert speaker events for 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

The Basel Chapter connects and engages with around 200 alumni, many of whom work in the area's burgeoning healthcare industry. By organizing networking events as well as fun, informal gatherings that are also open to friends and family, it aims to build a cohesive, enduring community that lives by the School's principles and builds strong connections with the business community, culture, and society of the Basel area.



Zurich Chapter President
Reto Gyga, MBA'13D

An active events calendar is typical for the Zurich Chapter. It hosts knowledge events with expert speakers, as well as company visits, presentations, and tours. Alumni renew friendships and make new connections during regular cultural activities and afterwork drinks. The James Bond Film Nights are one of its most popular traditions.



INSEAD Women in Business
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 program, peer-to-peer group coaching, and Role Model Series and collaborates with other like-minded networks.



Entrepreneurship Club
President

Bernhard Escher, MBA'10J

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



Energy Club
President

Marco Montefiori, MBA'05J

The Energy Club team organizes live and virtual events with senior executives from startups, large corporations, financial institutions, and academia to offer unique learning and networking opportunities with a focus on the energy transition, carbon neutrality and sustainable business models.



Healthcare Industry Club (cHIC)
President

Aleksandar Ruzicic,
MBA'97J

The cHIC team, including Laurent-Dominique Piveteau, MBA'01D, Kristie Vuong, MBA'18D, and Zoë Billinghamurst, MBA'02D, organizes live and virtual events featuring healthcare executives, experts, or INSEAD professors. Its popular Lunchtime Executive Series, launched in 2021, will continue in 2023.



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, and Théodore Sarasin, MBA'21J, 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.



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

Now in its 9th edition, the INSEAD Board Initiative is designed for alumni who serve or plan to serve on boards of SMEs, startups, and listed corporations. To date, about 100 Swiss alumni have participated in the training. Potential participants are invited to email Matthias Frieden ahead of the official September announcement at frieden@thefrieden.com.

INSEAD GIVING DAY 2022 CAMPAIGN

Worldwide

€300M

Raised since 2018

€1.54M

Raised in 2022

2,209

Donors in 2022

Switzerland

€198,000

Raised in 2022

116

Donors in 2022

#2

For total donations

#7

For alumni participation

The INSEAD Giving Day 2022 Campaign was led by the INSEAD Alumni Fund Switzerland (IAF) together with the Association's President and Chapter Presidents. The Swiss campaign raised 60% more than in 2021, placing Switzerland second after France for total donations raised, a remarkable achievement given the size of our country. Alumni engagement increased in 2022 but fell short of the Swiss Challenge goal of ranking in the top three countries globally for participation.

Gifts made during Giving Day support academic research, scholarships, and diversity in the classroom. Most importantly, they enable INSEAD to meet its ambition to develop the responsible business leaders of tomorrow. The 5-year Campaign for INSEAD will run until August 2023.

TECH ENTREPRENEURSHIP SCHOLARSHIP

The Tech Entrepreneur Scholarship aims to enhance the business education and network of Swiss tech entrepreneurs, while attracting the best talent to INSEAD's MBA program.

To raise awareness of the Tech Scholarship among potential candidates, an online information session was organized on 10 May 2022, with the participation of several INSEAD Alumni

startup founders, as well as Jerome Clavel, MBA'22D, the first recipient of the Swiss Tech Scholarship. Nancy Blyth Piacentini, Assistant Director MIM & MBA at INSEAD, provided information about the INSEAD application and selection process. The event was hosted by Julien Firmenich, MBA'08J, President of INSEAD Alumni Fund Switzerland, and moderated by Leila Ojeh, MBA'01D.

GROWING THE SWISS SCHOLARSHIP FUND

Thank you to all the donors whose generous gifts helped grow the Endowed Scholarship for Swiss Candidates fund in 2022. Since 2016, the fund has awarded 10 Swiss Scholarships and 2 Tech Scholarships. The goal is to increase the endowment to €2 million to enable one or more €40,000 Tech Scholarships and several €20,000 Swiss Scholarships annually. To ensure the scholarship fund's sustainability, recipients are encouraged to contribute to the fund after graduation or to help with fundraising.

Further information

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

how did receiving a scholarship to study at INSEAD make a difference for you?



Damian Gruber, MBA'23J

Swiss Scholarship recipient

"I am honored to be the recipient of this merit-based scholarship, which provides great recognition. The scholarship has allowed me to thoroughly enjoy the INSEAD experience, which consists to a large extent in extracurricular activities, such as traveling the world with classmates and thereby building an invaluable network."

Jérôme Clavel, MBA'22D

Tech Entrepreneur Scholarship recipient

"The past year at INSEAD has truly been a eye-opener for me in terms of my future entrepreneurial journey. I learned so much from the people I met and discovered different ways of becoming an entrepreneur. Thanks to the Swiss Tech Entrepreneur Scholarship, I feel I have a lot more freedom to explore entrepreneurship and to take risks in the years ahead."



William Kneuss, MBA'22D

Swiss Scholarship recipient

"The Swiss Scholarship softened the financial burden of the MBA and allowed me to pursue an internship in the industry I was interested in over the summer. It also inspired me to get involved in the INSEAD community through clubs, Robin Hood, and the Young Alumni Initiative. I'm looking forward to joining future alumni events in Switzerland!"

Jan Cornevin, MBA'22D

Swiss Scholarship recipient

"INSEAD is an extremely intense experience offering countless opportunities to learn, discover, and grow. The Swiss scholarship empowered me to take bold decisions about my curriculum and gave me the bandwidth to develop student opportunities as president of the Healthcare Club. Importantly, it also allowed me to think more freely about my career options and focus more on my long-term career goals by freeing me from immediate financial obligations."



INSEAD alumni are leading and innovating in Switzerland and beyond. Here are a few of their success stories from the past year.



ENTREPRENEURSHIP

Tobias Vancura, MBA'06J

In the midst of the pandemic, Tobias quit his corporate job to complete his first management buy-in. The project came to fruition at the end of 2021, with the acquisition of CO2 Börse AG, a company specializing in CO2 emissions trading for new cars and car import services. Having spent most of the past 12 months optimizing the business, Tobias has started to look for the next possible acquisition.



APPOINTMENT

Karen Hitschke MBA'97J

Karen was appointed COO of WHO Foundation, an independent grant-making organization that identifies and funds initiatives to improve global health. She was previously the Managing Director and COO Funds at Yunus Social Business (YSB) Global Initiatives, where she still serves as a Board Member.

Photo © WHO Foundation



ENTREPRENEURSHIP

Vivek Dogra, MBA'04D

After 30 years in the food & beverage industry, Vivek joined the founding partners of European Circular Bioeconomy Fund (ECBF), the first Pan-European venture capital fund dedicated exclusively to the bioeconomy and circular business models, and the only one to have the European Investment Bank as a cornerstone investor. The fund aims to drive investment in innovative and scalable technologies that advance net-zero in Europe.



ENTREPRENEURSHIP

Roger Kollbrunner, MBA'97J

In July 2021, Roger and his partner sold Artum AG, the holding company they co-founded 10 years ago, to the Swedish company Storskogen Group AB. Over the past decade, Artum AG acquired and operated 15 companies in Switzerland and Germany generating CHF 180 million in sales. Roger left Storskogen at the end of 2022 to work on a new private equity concept for the second half of 2023.



PHILANTHROPY

Elena Parker-Kaplun, EMBA'17D

In the first days of the conflict in Ukraine, as bombs rained down on her hometown of Karkhiv, Elena founded the Swiss non-profit Impact Ukraine to support employees of SMEs who had lost their livelihoods. Thanks to the generosity of the INSEAD community, Elena and her team were able to deliver much-needed direct assistance. In November, Elena was promoted to Senior Vice President at SAP, with P&L responsibility for Middle & Eastern Europe.



ENTREPRENEURSHIP

Raphael Leiteritz, MBA'04J

Raphael left his job as Senior Director of Product Management at Google in 2021 to co-found Peak Product, a consultancy that helps Swiss and European companies use Google's product management playbook to build better products and grow their business. He has also been working with INSEAD to develop a new Executive Program in Product Management.



APPOINTMENT

Kathrin Amacker IDP-C'20Jun

In January, Kathrin became the President of the Board of Trustees of Fairtrade Max Havelaar Switzerland. A former National Councillor, she also serves on the Council of the University of Basel and on the boards of Merian Iselin Clinic and Art for the Tropical Forest Foundation.

Photo © Max Havelaar



APPOINTMENT

Mariateresa Vacalli, IDP-C'15Oct

Shortly after stepping down as CEO of Bank Cler in April, Mariateresa was appointed to the Board of Swiss Post and, two months later joined the Board of Burckhardt Compression Holding. She also serves on the boards of Kontivia AG, the Swiss Marketing Society, and ETH Juniors.

Photo © Swisspost



APPOINTMENT

Hans Rudolf Keller MBA'96D

Hans Rudolf was appointed CEO of the Swiss Group for Clinical Cancer Research, a non-profit organization working to develop and improve cancer therapies. A qualified pharmacist, Hans Rudolf previously held management roles at Tox Info Suisse, PharmaSuisse, and Novartis.

Photo © SAKK



Save The Date
Thursday 11 May 2023

How Geneva is leading the way in decarbonization

Lunchtime discussion with Gilbert Farina
of Geneva-based thermal solar pioneer TVP Solar

Gilbert Farina, YMP'94 Jun
VP Sales and Marketing,
TVP Solar SA



Geneva, venue to be announced

Hosted by: INSEAD Alumni Association Switzerland Energy Club

