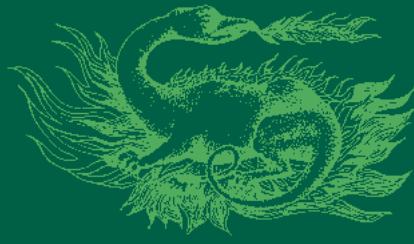


INSEAD

Alumni Association  
Switzerland

ANNUAL  
MAGAZINE  
2024





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The INSEAD Alumni Association Switzerland embraces diverse perspectives and champions business as a force for good. With a mission to strengthen connections between alumni and with the School, the Association organizes a broad range of networking, career development, and learning opportunities across Switzerland each year.

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**3,200+**

Alumni

**60+**

Events in 2023

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**4**

**Chapters**

Zurich  
Geneva  
Basel  
Ticino

**6**

**Clubs and Programs**

Entrepreneurship  
Healthcare  
Private Equity  
Women in Business  
Energy  
IN-BOARD

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# Strengthening our bonds through shared experiences

With creativity and drive, our alumni volunteers channeled the INSEAD spirit to bring us over 60 events in 2023.

It is with great pride that I look back at the milestones that defined the journey of our INSEAD Alumni Association Switzerland in 2023. As we begin a new year, I am also eager to share the exciting developments that lie ahead.

## Expanding our understanding and strengthening our bonds

Our growing roster of volunteers truly outdid themselves in 2023, organizing over 60 social, networking, and learning events across our four chapters and six clubs. Company visits offered an opportunity to discover the world of smart robots, AI, and fine watchmaking, while guest speakers shared their insights on the energy transition, data-driven healthcare, inclusive leadership, and other key issues facing businesses today.

We also enjoyed numerous social and cultural events across our clubs and chapters, from regular afterwork drinks to IWIB quarterly lunches and dinners, not to mention the much-loved annual ski weekend in Verbier, random dinners, Art Basel tour, and golf tournament.

Looking ahead, I am delighted to announce our next Swiss Alumni Conference, which will take place on Friday, 13 September 2024 in Zurich and feature a very special guest speaker. Stay tuned for more news!

## Swiss alumni led the world on Giving Day 2023

Every year, around the world, alumni gather to celebrate the INSEAD spirit and give back to the School. As with any gift, it's the act of giving that matters, not the amount. Every donation makes a difference and reinforces our culture of alumni philanthropy. And what a difference our Swiss alumni made this year! Thanks to a matching donation challenge from Julien Firmenich, MBA'08J, and Kay Noh, EMBA'04D, 146 alumni collectively donated an impressive €220,500. That puts us #1 in the world for funds raised, demonstrating, yet again, that Switzerland punches far above its weight.



## Alumni survey delivers valuable insights

In July, we conducted a survey of our members to find out how well we are serving our community and what we could do differently. First, I wish to thank everyone who completed the survey for your thoughtful feedback, as well as Victor Zambrano, MBA'08D, our new Basel Chapter President, for leading this initiative. Overall, you responded that we are meeting your expectations for networking (83%), learning (65%), and socializing (65%). We are determined to improve and provide even better services in the future.

Lastly, I extend a very warm welcome to the new Dean of INSEAD, Francisco Veloso. In this time of new beginnings, I look forward to working with the Dean and his team to further enhance the rich legacy of our global alumni community.

A handwritten signature in black ink, appearing to read 'Philippe', written in a cursive style.

Philippe Mauron  
President, INSEAD Alumni Association  
Switzerland



# Shaping the future with mission-driven leadership

Dear Alumni,

INSEAD is uniquely positioned to develop the responsible leaders that the world urgently needs today. Decision makers who are courageous, empathetic and responsible, who are equipped with the framework and knowledge to face today's challenges and create a more prosperous and inclusive world.

With our truly global educational experience, rigorous academic excellence, and commitment to diversity, INSEAD is at the forefront of shaping transformative change in business and society. I am joining a school that already has an incredible legacy and I am confident that we will take it to even greater heights, continuing to extend our global reach. Our academic research brings new ideas and knowledge to the world, driving impact on pressing issues such as the climate crisis, economic and social inequalities, and geopolitical and financial instability.

I look forward to working with the whole community as we extend INSEAD's impact and deliver on our founding mission to create positive societal change.

Francisco Veloso  
Dean of INSEAD



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Francisco Veloso took up his position as Dean on 1 September 2023. He joined INSEAD from Imperial College Business School, where he served as Dean from 2017 to 2023. Previously, he was the Dean at Católica Lisbon School of Business & Economics in Portugal.

Originally from Portugal, Prof. Veloso is a leading authority in entrepreneurship and innovation. His expertise is recognized by government and policy makers: he has served as an advisor to both the Portuguese Government and to European Commissioner Carlos Moedas on innovation, entrepreneurship, and industrial development. He is also a trusted advisor and board member of several startups and established firms.

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# News from the School

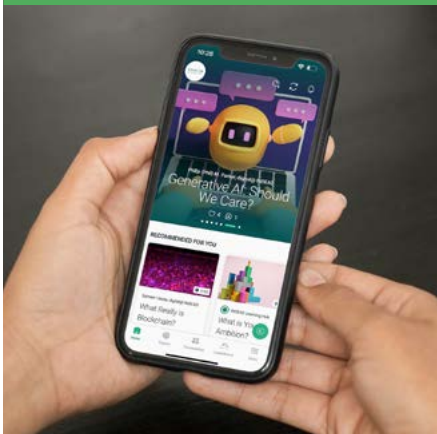


Photo by Freepik

## INSEAD Learning Hub app reinvents lifelong learning

With the launch of the INSEAD Learning Hub in June 2023, INSEAD became the first business school in the world to offer content, communities, and micro-learning pathways through a single mobile platform. The app is intended for a broad audience beyond the School, and will become subscription-based after the initial launch period.

Users can engage with thought leaders and peers through open or private communities, as well as regular live discussions. The Learning Hub app also provides a curated selection of the latest research and insights from INSEAD Knowledge, Digital@INSEAD, and INSEAD research centers, based on your chosen areas of interests. Install it on your phone now and start exploring!

## INSEAD launches world's largest XR immersive learning library

The INSEAD XR Portal currently hosts 20 extended virtual reality (XR) experiences covering a wide range of management topics. More than 40 faculty members at INSEAD have begun using INSEAD XR in their teaching and research or are actively involved in developing new VR learning experiences. The learning platform has onboarded three academic institutions to start using VR in their teaching, with more institutions to join soon.

INSEAD XR was spearheaded by Ithai Stern, Professor of Strategy and Academic Director of the VR Immersive Learning Initiative. His pioneering contributions to teaching innovation earned him the 2023 Strategic Management Society (SMS) Educational Impact Award.



Photo ©INSEAD

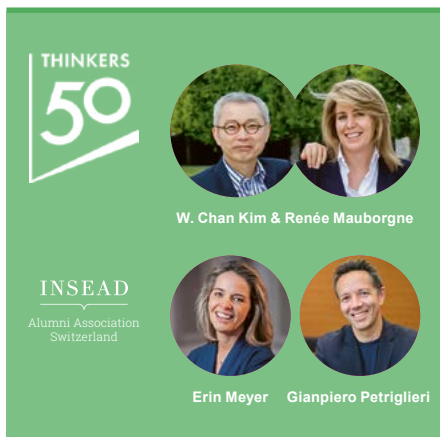


Photo ©INSEAD

## INSEAD faculty ranked in world's Top 50 Most Influential Management Thinkers

Thinkers50, widely regarded as the Oscars of management thinking, distinguished 4 INSEAD professors this year.

W. Chan Kim, Distinguished Professor of Strategy and International Management, and Renée Mauborgne, Affiliate Professor of Strategy, earned fifth spot for their ground-breaking Blue Ocean Strategy. Their latest book, "Beyond Disruption" was published in May 2023.

The other two INSEAD faculty on the list are Erin Meyer, Professor of Management Practice, and Gianpiero Petriglieri, Associate Professor of Organizational Behavior. Erin Meyer is a specialist on cross-cultural management and the best-selling author of "The Culture Map". Gianpiero Petriglieri's work bridges the domains of leadership, adult development, and experiential learning.

# EVENTS 2024

Fostering new ideas and connections



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.

### Save the date – a selection of upcoming events

**29 February – Geneva**

Energy Club

**Hydrogen Industry Lunch**

**5 March – Basel**

Basel Chapter

**Quantum Computing and AI at QuantumBasel**

**5 March – Zurich**

Entrepreneurship Club

**Food and Health: An Entrepreneur's Delight**

**6 March – Geneva**

IWIB Club

**Women's Day Dinner**

**7 March – Zurich**

IWIB Club

**Women's Day Lunch**

**7 March – Zurich**

Zurich Chapter

**Afterwork Drinks**

**20 March – Zurich**

Swiss Healthcare Industry Club

**ESG in Healthcare: Focus on the Social Pillar**

**21 March – Geneva, Zurich, Basel, and Lugano**

**Giving Day**

**4 April – Zurich**

Zurich Chapter

**Afterwork Drinks**

**25 April – Lausanne & online**

Geneva Chapter

**Startup Champion's Seed Night at EPFL**

**27 April – Basel**

Basel Chapter

**Open House: Architectural Tour**

**25 May – Basel**

Basel Chapter

**Basel Chocolate Tour**

**7 May – Zurich**

Zurich Chapter

**Afterwork Drinks**

**5 June – Zurich**

Zurich Chapter

**Afterwork Drinks**

**5 June – Geneva**

IWIB Club

**IWIB Networking Dinner**

**6 June – Zurich**

IWIB Club

**IWIB Networking Lunch**

**13 June – Zurich**

Zurich Chapter

**Alumni Golf Tournament**

**15 June – Neuchâtel**

Geneva Chapter

**Business School Golf Trophy**

**15 June – Basel**

Basel Chapter

**Art Basel Guided Tour and Dinner**

**19 June – Geneva**

Geneva Chapter

**INSEAD Luxury Forum**

**13 September – Zurich**

Zurich Chapter

**Swiss Alumni Conference**

With a special guest speaker

# EVENTS

# 2023

Focus on innovation, sustainability,  
and leadership



# The future of energy

Q&A with Marco Montefiori, INSEAD Energy Club President.



**In 2023, the INSEAD Energy Club of Switzerland organized a series of thought-provoking talks with experts and executive from several Swiss companies to find out how innovative technologies are powering the energy transition. We sat down with Marco Montefiori, MBA'05J, to discuss his key takeaways.**

**How are the companies we heard from this year changing the energy landscape?**

They are all innovating in very different ways. **TVP Solar** is applying patented ultra-vacuum technology to supercharge the efficiency of an existing technology, solar thermal panels. **Newcleo** is using lead instead of sodium as a coolant in reactors designed to run on nuclear waste. In the case of **Clime-works**, the innovation lies in the combination of the technology they are using and the unique experience they have in carbon capture.

**What are the main challenges these innovators face?**

Regulation is the big one. Governments don't always have a robust logic for choosing to support

certain technologies rather than others. At the international level, the lack of intergovernmental agreements can potentially deter innovation. For example, we learned from our talk with **Swissgrid** that the absence of an agreement on energy between Switzerland and the EU is a huge challenge for our national transmission operator.

**Which innovations have the most potential to revolutionize the way we produce, distribute, and consume energy in the next decade?**

First and foremost, innovation in education. Raising the level of energy literacy will determine the rate of success or failure of energy decisions and energy policies. This is where INSEAD can play a leading role.

Second, in terms of technological innovation, the direction of the energy revolution will depend on legacy energy systems, the

availability of natural resources at the regional level, and political decisions. In the short term, efficiency gains will be crucial. Ultra-supercritical thermal power plants, solar thermal, geothermal, and nuclear fission will play a role. In the longer term, thorium has potential.

**How can we balance the need for sustainable and environmentally friendly solutions with demand for reliable and affordable energy sources?**

We need to realise that the energy sector comprises the entire socio-economic system that runs on energy. It is unrealistic to expect a subset – what we call the “energy industry” – to provide solutions that tick all the boxes. Energy efficiency needs to be built into the life cycle of products and services. This should come before making decisions on purely economic grounds.

Reliability requires a thorough understanding of the energy system we operate. Changing it without such an understanding could have ripple effects that affect reliability of supply.

Lastly, affordability will come with scale. Scaling up will accelerate the energy transition but, depending on where it occurs, may also exacerbate distortions.

# Connections and conversations

Highlights from a year of unforgettable  
Alumni events.

## February 2023 Sevensense Robotics company visit

Zurich Chapter

Mobile robots with eyes and brains are changing the way we work.

Co-founded by INSEAD alum **Andreas Pfrunder**, ETH spinoff Sevensense has developed visual AI navigation that turns manual vehicles such as forklifts, into smart, self-driving robots. The visit included a demonstration of the technology, which is being deployed in sectors as diverse as transportation, retail, and manufacturing, to make workplaces safer and more efficient. The visit was organized by **Andreas Pfrunder**, MBA'22J, CFO of Sevensense, and **Reto Gygax**, MBA'13D, Zurich Chapter President.



## March 2023 Fireside chat with Bill Burns, former CEO of Roche

Swiss INSEAD Healthcare Club



Antibiotics resistance is a growing threat, causing around 1.27 million deaths globally each year.

**Bill Burns**, former CEO of Roche Pharma, joined a group of alumni in Basel for a lively Q&A, organized jointly with ECPM at the University of Basel. Mr. Burns outlined the principal causes of antibiotics resistance, which has made many pathogens much harder to treat. He then spoke about his latest role as Chair of the AMR Action Fund, the world's largest public-private partnership investing in bringing new antimicrobials to market. The event was organized by **Aleksandar Ruzicic**, MBA'97J,

Healthcare Club President, and **Eva Jenisch**, MBA'95J, who also moderated.

## March 2023 State of the private equity industry

INSEAD Private Equity Club



After years of high valuations, private equity faces challenges from inflation and rising interest rates.

Higher rates have increased the cost of borrowing and of equity, which has driven down valuations, while also making fixed income more attractive again. How should investors navigate these challenging waters? For this fourth edition, **Rolf-Magnus Weddigen**, MBA'92D, and **Moritz Vielhauer**, both from Bain & Co.'s private equity practice, gave an overview of the industry's current situation, followed by a panel discussion with **Bilge Ogut** of

Partners Group and **Natalie Sediako** of LGT Capital. The event organizers were **Martin Spirig**, MBA'06J, IPEC President, **Richard Bissonnet**, MBA'81, and **Théodore Sarasin**, MBA'21J.

### April 2023 Christie's jewelry and watches tour

Geneva Chapter



The exquisite craftsmanship of Swiss watchmakers was on display at a stunning pre-auction showcase.

Around 50 attendees enjoyed an exclusive preview of some of the world's most prestigious jewelry and watches at an event hosted by Christie's prior to auctions held later that week. Christie's experts provided a private tour of a unique collection of watches created by the legendary F.P. Journe, alongside 160 exceptional timepieces by other makers, as well as the jewelry collection of Heidi Horten. The tour was followed by drinks and networking. The event organizers were **Victor Svensson**, MCCC'16S, and **Dimitri Vaharis**, MBA'17J, Geneva Chapter President.

### May 2023 Generative AI: Cutting through the hype

Zurich Chapter



Zurich-based Unit8 demonstrated the real-world applications of generative AI to enhance productivity.

Attendees learned about the fundamentals of generative AI, its business applications, and potential risks, in a discussion organized by **Andreas Blum**, MBA'15J, Head of Data & AI Consulting Practice at Unit8, Switzerland's fastest growing company in 2022. From unraveling misconceptions to presenting tangible opportunities, **Dr. Marcin Pietrzyk**, CEO, emphasized the far-reaching implications of this technology. The live demo of the real-world impact of AI on processes left a lasting impression.

### May 2023 How Geneva is leading the way to decarbonization

Energy Club

Solar thermal power offers a cost-efficient, carbon-free solution to meet the world's energy needs.

For its second Energy Lunch of the year, the Energy Club invited

**Gilbert Farina**, YPM '94 Jun, VP of Sales at TVP Solar SA. The Geneva-based company's high-vacuum solar thermal technology is more economical than heat pumps, biomass, electricity and most fossil fuels. Geneva is fast emerging as a centre of "green deep tech," contributing to the decarbonization of the global economy. 15 alumni and guests participated in the lunchtime discussion organized by **Marco Montefiori**, MBA'05J, Energy Club President.

### May 2023 Beyond Diversity Roundtable: the skills of successful top leaders

INSEAD Women in Business



By embracing diversity, companies can unlock innovation and business success.

Joining the panel were **Heidi Robertson** (ABB), **Günther Dobrauz** (PwC Legal), **Matthias Mölleney** (peopleXpert) **Katja Raithel** (Zurich Insurance), and **Fadzi Whande** (UNHCR). They gave numerous examples of how we can all be more inclusive leaders by being willing to listen to and openly discuss the



challenges and aspirations of employees.

Organized jointly by IWIB, SAMBA—Swiss Association of MBAs, and Catalyst, the event was attended by 50 members of all three associations, with 86 joining online. It was coordinated by **Andrea Ullmann**, MBA'10J, President IWIB Geneva, **Yuet Hui Foo**, DE&I Council Lead, SAMBA, and **Anna Manuzzi**, Catalyst.

**June 2023**

### Art Basel and Beyeler Foundation tours

Basel Chapter



Basel was the place to be in June for a deep dive into the contemporary art scene.

Early in the month, the Basel chapter joined alumni from Northwestern & Kellogg universities for a private tour of the Beyeler Foundation, followed by drinks on the terrace. Two weeks later, INSEAD alumni from around Switzerland gathered to visit the world's most prestigious international art fair in the company of a curator, before drinks

and dinner at trendy Klara restaurant. Both events were organized by **Victor Zambrano**, MBA'08D, Basel Chapter President.

**September 2023**

### The electricity grid in transition

Energy Club

*Decarbonizing our economies will require profound changes to electricity distribution systems.*

Two senior experts with Swissgrid, **Emanuele Colombo** and **Marc Vogel**, joined 27 attendees in Zurich to share their insights about what is driving the next level of grid development. As Europe steps away from fossil fuels, electrical grids will increasingly rely on intermittent and distributed power such as solar or wind. The challenges are not only technical but also political, to enable power to be easily transmitted across borders. The event was organized by **Marco Montefiori**, MBA'05J, Energy Club President.

**September 2023**

### New business models in healthcare roundtable

Swiss INSEAD Healthcare Club

*At a time of rising healthcare costs, data and AI are driving new business models in health.*

Around 50 INSEAD and EPFL alumni joined a panel of experts to discuss the key trends reshaping the industry. **Charity Kufaas** (Medtronic) **Marylin Mermod Schule** (Swiss Safe Collect),

**Esmeralda Megally** (Xsensio), and **Diego Braguglia** (VI Partners) shared their insights on how companies are using data-driven approaches to tackle soaring healthcare costs, help providers better manage risks, and build more patient-centric systems. The roundtable was organized by **Laurent-Dominique Piveteau**, MBA '01D, Healthcare Club Vice President, and **Aleks Ruzicic**, MBA '97J, Healthcare Club President, in collaboration with EPFL Alumni.



**October 2023**

### INSEAD-CERN deep tech afterwork

Geneva Chapter

*INSEAD students partner with scientists to create commercial value from deep science innovations developed at CERN.*

Around 20 alumni joined participants of the INSEAD Deep Tech GEMBA KMC/MBA Elective for a presentation and networking drinks in Geneva. This INSEAD program engages with students and scientists to explore the potential for commercializing CERN and European Space Agency (ESA) innovations through startup creation or knowledge transfer to existing



companies. The event was organized by **Dimitri Vaharis**, MBA'17J, Geneva Chapter President.

**November 2023**  
**A discussion with Pascal Weber, US correspondent for Swiss Television**  
 IPEC and Zurich Chapter



A year from the 2024 elections, the United States faces growing polarization at home and geopolitical tensions abroad. Usually watched by thousands of television viewers, journalist **Pascal Weber** joined two dozen alumni in Zurich for a discussion on the current state of American politics. After a 20-minute presentation, Mr. Weber switched to discussion mode, answering questions about the role of the US in the Middle East, from which he reported for over 10 years. The conversation continued over drinks, giving everyone the opportunity to interact with Mr. Weber. The event was organized by **Martin Spirig**, MBA'06J, IPEC President and **Reto Gygax**, MBA'13D, Zurich Chapter President.

**November 2023**  
**Krispy Kreme adventure**  
 Geneva Chapter



Families enjoyed a fun visit to the company's first outlet in continental Europe, recently opened in Lausanne. Around 50 parents and children enjoyed an exciting afternoon learning about this iconic American chain's plans for expansion in Europe, and observing how donuts are made. They then tasted a variety of fresh donuts along with hot drinks. Founded in 1937, the Krispy Kreme franchise comprises around 1,500 outlets worldwide. This fun day out was organized by **Pascal Prevost**, IEP F/F'04Jun.

**November 2023**  
**Lessons from history with Prof. Tobias Straumann**  
 IPEC and Zurich Chapter

As our world faces multiple crises, it is important to remember that it has successfully overcome worse challenges in the past. A tenured professor of economic history at the University of Zurich, **Tobias Straumann** is

well-known in Switzerland for his newspaper columns and television appearances. While geopolitical tensions, inflation, and interest rate hikes are making life difficult for many today, Prof. Straumann reminded the more than 60 alumni in attendance that the 1870s, the 1930s, and the 1970s were even worse. Periods of multiple severe crises are very rare, he noted, and, with the exception of the 1930s, government leaders have always been able to find solutions and guide society back to the path of prosperity. As a result, he supports an approach of active government intervention in difficult times, combined with less red tape for businesses. As usual, INSEAD alumni were eager to engage in discussion with the speaker during the networking drinks. The event was organized by **Martin Spirig**, MBA'06J, IPEC President, and **Reto Gygax**, MBA'13D, Zurich Chapter President.





# INSEAD Ski Weekend 25th Jubilee Verbier, 20-21 January 2024



The snowshoe crew...



... and the powder hounds



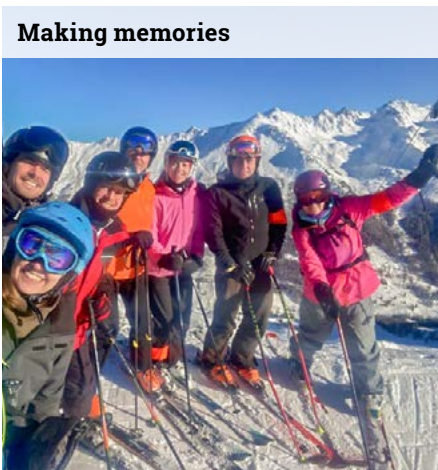
Fuel for skiers?



Founders reunited



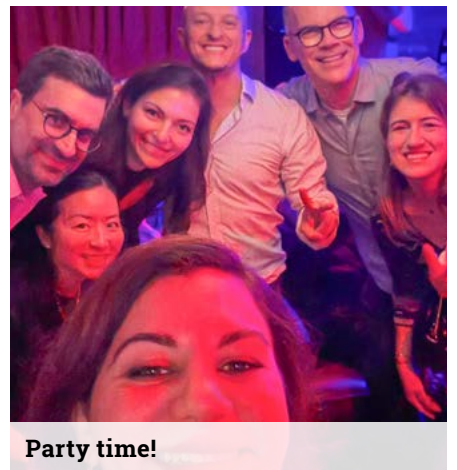
Dinner at Borsalino



Making memories



Dinner at La Channe



Party time!



## Random dinners: a unique approach to networking

While formal gatherings and structured events play a significant role in building a strong alumni community, this INSEAD tradition prioritizes authentic relationships.

**By Thomas de Roquancourt,  
MBA'15J**

In the ever-evolving landscape of professional growth, the role of a robust alumni network cannot be emphasized enough. While formal gatherings and structured events play a significant role in creating connection, the INSEAD Alumni Association Random Dinners take a unique approach to networking, by randomly assigning alumni to attend a dinner hosted by fellow-alumni at their home.

The decades-old INSEAD tradition is alive and well within alumni communities across the world. In Switzerland, two random dinner evenings are organized each year in the Geneva and Zurich areas, thanks to alumni like **Tania Micki**, MBA'02D, who has been hosting dinners since 2015. "I have had the pleasure to host several random dinners in Switzerland and I can't express enough how much I enjoy them. The chance to meet new people in a relaxed setting is priceless and allows me to create meaningful connections that endure beyond the dinners."

At their essence, the random dinners seek to redefine alumni engagement. Transcending transactional networking, they



Random Dinner in Zurich, hosted by Thomas de Roquancourt, MBA'15J.

prioritize the cultivation of authentic relationships that stand the test of time. In the cozy setting of a host's home, alumni are encouraged to share not only professional insights but also personal experiences. The consistently excellent food and warm welcome is just the icing on the cake!

Inclusivity is a cornerstone of the concept. The random selection of guests ensures that everyone feels included. And the diversity of the group fosters an environment where every voice finds a place at the table.

I believe the reason these random dinners resonate with me

so deeply is that they embody key aspects of my MBA experience – forging connections with individuals I might not have crossed paths with otherwise, in places I wouldn't have discovered if not for the INSEAD journey. I consistently find myself leaving the dinner with a twinge of nostalgia for my INSEAD days, but also a deep sense of contentment from meeting interesting and diverse individuals.

# LEARN- ING 2023

Building skills and knowledge  
for the future



# INSEAD Women in Business (IWIB) Mentoring Program

The annual program connects INSEAD alumnae and alumni across generations and industries to unlock their full potential.

## A program for all ages and genders

Starting in February each year, the IWIB mentoring program pairs 20 mentees with mentors for a nine month-long journey of personal and professional growth. Mentees have an opportunity to connect and evaluate several potential mentors before the final pairs are announced in April. Mentoring sessions then run until December, usually on a monthly basis. All genders, ages, and INSEAD programs are welcome, and the program includes equal number of male and female participants.

One of its unique advantages, according to participants, is its “by INSEADers for INSEADers” character. This common ground allows mentees to make faster progress. A kick-off training webinar and Q&A session sets the stage for a successful mentoring relationship, while a toolkit of user-friendly templates for goal reflection and agreement, meeting planning, and follow-up, ensures that mentoring sessions are structured and efficient. Mafalda Tenente, MBA’06J, IWIB Co-President, stresses that success requires effort and preparation, particularly for those

aiming to make a significant career change. “Whether transitioning between industries or from the corporate world to an entrepreneurial path, our program has seen many success stories over the years. It can be a transformative opportunity for growth.”

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## The mentor’s perspective



Daniel Frutig, IDP-C’19Sep,  
Chairman, EvolutionF AG

## What qualities do you need to be a good mentor?

You need to start by building a relationship of trust with the mentee to fully understand where they are coming from. It’s important to understand the context first, rather than jump straight into discussing the specifics of the mentee’s problems or goals – you need to understand the water around the fish! Over

time, the deeper your mentoring relationship becomes, the more it is about understanding the mentee’s beliefs, patterns, and circumstances. It’s fascinating to identify these patterns and to help people see things from a completely different angle, so they can unlock their full potential.

## What do you find most rewarding about being a mentor?

I am grateful to have gained the trust and confidence of such talented and gifted people. I still have a good relationship with most of my mentees, even two or three years later. In the best case, I’ve learned as much as they did. Meeting people from IWIB is an incredible experience and allows me to tap into their life professionally and personally. However, I don’t overestimate my impact. We are two people meeting on a monthly basis, often by video conference, and establishing a relationship of trust can be challenging. The more I open up and share my own experiences, concerns, failures, disappointments, and so on, the more comes back in return. It’s about give and take.

# INSEAD Board Initiative (IN-BOARD)

Now in its 10th year, this annual training program empowers INSEAD Alumni to navigate boardrooms with confidence.



IN-BOARD is an executive board education program designed for INSEAD alumni who intend to take up a board role or have already done so. Participants learn about best practices in board management from INSEAD faculty and experienced Swiss board professionals and business leaders.

## Fontainebleau

The program kicks off with an intensive weekend session at Fontainebleau in November or December. Over two and a half days, Professors Erik van de Loo and Jaap Winter introduce alumni from



**“IN-BOARD exceeded my expectations on both the human and technical level. It’s a great investment: you get a fantastic return for a low price compared to similar programs.”**

Andreas Bergmann, AMP’13Jul  
CEO, IMS Connector Systems Group



**“The training is very holistic: I gained a lot of varied insights on many different topics, from different people, and in different settings. The dinners were an important part of the program too. Very INSEAD style!”**

Ines Kljucar, EMBA’13Dec  
CCO, Phoenix Mecano AG

across Europe to key topics such as board dynamics, board effectiveness, and leadership.

## Zurich

Between January and June, the 12 Swiss participants convene in Zurich for 5 half-day workshops on legal, strategy, HR, accounting, and startups, led by professionals from leading Swiss companies, startup investors, and experienced board members. The afternoon sessions are followed by a lively dinner with the experts.

## What makes IN-BOARD unique?



### Designed by alumni for alumni.

Unlike other comparable training programs, IN-BOARD is exclusive to IN-SEAD alumni. That creates strong bonds between participants and encourages open and constructive communication.



### Global mindset, local expertise.

The kick-off weekend in Fontainebleau provides a strong grounding on international best practices, while the 5 workshops in Zurich are tailored to the needs of Swiss boards.



### Swiss knowledge partners.

The Swiss modules are organized in partnership with leading companies such as Baker & McKenzie, McKinsey & Company, Egon Zehnder, and PricewaterhouseCoopers.



### Opportunity to connect.

Each module is followed by a dinner. Around the table, participants and trainers continue the discussion while discovering Zurich's vibrant culinary scene.



### The INSEAD network effect.

Participants gain access to an active, international IN-BOARD alumni community to tap into for support in finding their first – or next – board position.



**“INSEAD is such a life-long community. Having done my MBA almost 20 years ago, I found IN-BOARD to be a great refresher. It was also suited to my current career and life phase. I learned so much more during the dinners organized after each module, too.”**

Ramya Krishnaswamy, MBA'05J  
Head of ESG and Institutional Communities, World Economic Forum

## INSEAD IN-BOARD Certificate

**Develop the knowledge, insight and global mindset to be a great board member**

**Cost:** CHF 6,800, including 5 dinners in Zurich

**Maximum participants:** 12 Swiss INSEAD alumni per intake

**Registration** for the December 2024–June 2025 intake: September 2024

For more information, contact Matthias Frieden, Head of IN-BOARD Switzerland, [matthias.frieden@gmail.com](mailto:matthias.frieden@gmail.com)



Watch the  
Swiss IN-BOARD video

**In-Board on LinkedIn**

<https://www.linkedin.com/company/in-board-switzerland>

# SWISS COMMIT- TEE

Dedicated to creating valuable  
experiences for alumni



## Swiss Committee



President  
**Philippe Mauron**, MBA'95J



Vice President & INSEAD Women  
in Business Club President, Zurich  
**Mafalda Tenente**, MBA'06J



Treasurer  
**Monika Naef**, IEP F/S'02D

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



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



Ex-Officio  
**Alexander Wyss**, MBA'01D

## Meet our new Committee Members



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

"As a recipient of the 2019 Swiss Scholarship, I experienced the power and impact of the Swiss alumni community first hand. I joined the Committee in 2022 to help new graduates transition from students to alumni and continue enjoying the vibrancy and diversity of INSEAD. I'm a lawyer with Lenz & Staehelin, specializing in M&A and emerging technologies. In my spare time, I'm an all-round outdoors enthusiast. I'm also a mom of two and I hope my kids might grow up to become INSEADers."



Young Alumni Representative Zürich  
**Nick Bischofberger**, MIM'22

"As the youngest member of the Committee, my goal is to welcome all new graduates to the Swiss alumni association. With Emilie, I'm excited to get us started through welcome emails and bi-annual young alumni afterwork drinks. I'm a consultant with Bain & Company, where my current passion is tech companies. Outside of work, I'm a nature-lover and "retired" ski teacher. I like to be proactive and make things happen. The INSEAD alumni association provides the perfect opportunity to do just that."

## Chapters und Clubs



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

The Zurich Chapter's busy events calendar includes cultural outings, panel discussions with industry leaders, company visits, and a yearly golf tournament. Our regular afterwork drinks are an opportunity to renew friendships and make new connections.



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

Along with visits to iconic Swiss companies and regular afterwork drinks, the Geneva Chapter organizes business and expert speaker events for the alumni community in Romandie. Popular traditions include the Art Geneva tour, Verbier Ski Weekend, summer lunches, and random dinners.



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

Alessio Ascari and Federica Friz, MBA'07D, organize social and business events for alumni living in the Swiss-Italian border region. The chapter is looking for alumni willing to help organize events. It also aims to build ties with alumni communities in Northern Italy.

## Meet our new Committee Members



Basel Chapter President  
**Victor Zambrano, MBA'08D**

"I moved to Basel 15 years ago to start a new career in health and medical technology. I'm passionate about my industry and fascinated by the ability of the Swiss business ecosystem to drive innovation. Basel is not only home to me, my wife and my two daughters, but also a great place to connect with fellow alumni. As Chapter President, I aim to build a sense of community through frequent social gatherings and events that draw on the diverse experience of local alumni. I also love a good round of golf!"



INSEAD Women in Business (IWIB) President, Geneva  
**Andrea Ullmann, MBA'10J**

"After 10 years in the medical devices industry, I now run my own company advising SMEs on how to enter the European medtech market. When I moved back to Lausanne after working abroad, I became acutely aware of the many hurdles that women here face in the workplace. That led me to create a podcast, [hyperlink: fishintheboardroom.ch](http://fishintheboardroom.ch), and to join IWIB. My ambition is to build a strong community of INSEAD alumni to support female leadership – and that includes men! The mentorship program, Gender Diversity Summit and quarterly dinners in Geneva and Zurich are great ways to get involved."



Energy Club President  
**Marco Montefiori, MBA'05J**

The Energy Club organizes online and in-person events and panel discussions with executives, experts, and academics, focusing on the energy transition, carbon neutrality, and sustainable business models. The team includes Didier Duret, IDP-C'19Sep, Avigdor Luttinger, MBA'79, and Lars Schernikau, MBA'96D.



Private Equity Club (IPEC)  
President  
**Martin Spirig, MBA'06J**

IPEC events are an opportunity for alumni to learn about trends and challenges in the private equity industry and to network with entrepreneurs, experts, and leading practitioners. The team includes Katja Berlinger, MBA'05, Richard Bissonnet, MBA'81, Konstantinos Dermanis, MBA'13J, Martha Heitmann, MBA'07, and Théodore Sarasin, MBA'21J.



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

The Healthcare Club organizes in-person events featuring healthcare executives, experts, and INSEAD professors. The popular healthcare drinks launched in 2022 by Nataliia Boiko, MBA'19J, will continue in 2024. The team includes Laurent-Dominique Piveteau, MBA'01D, Kristie Vuong, MBA'18D, and Zoë Billinghamurst, MBA'02D.



Entrepreneurship Club President  
**Tobias Vancura, MBA'06J**

"As an entrepreneur at heart, I look forward to organizing engaging discussions with Swiss entrepreneurs several times a year. After completing my PhD in physics, I co-founded a company that developed and sold equipment for nanotechnology research. Two years ago, I completed my first management buy-in. Both ventures were challenging but immensely rewarding. The INSEAD alumni network is a fantastic asset for aspiring entrepreneurs. I'd love to hear your ideas for interesting discussion topics or speakers."



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

IN-BOARD is an executive board education program designed for INSEAD alumni who intend to take up a board role or have already done so. Every year, 12 Swiss alumni learn about best practices from INSEAD faculty and experienced Swiss board professionals and business leaders. See page 18 for details.



# Giving back to the School

2023 marked the final year of the Campaign for INSEAD. Launched in 2013, this major fundraising drive surpassed its initial target of €200 million to reach €311 million.

## Building a culture of philanthropy

An impressive 52% of INSEAD’s alumni and students actively participated in the campaign, contributing 92% of total funds raised over 10 years. Additionally, many alumni generously volunteered their time, knowledge, and networks.

## Tackling global challenges

The success of the campaign demonstrated the INSEAD community’s commitment to address the global challenges of sustainability, diversity, and inclusion, along with the digital transformation of education and workplaces.

## “Team up for Change” on Giving Day 2024

Inspired by the 2024 Olympics, this year’s theme honors teamwork, determination, and the relentless pursuit of excellence. On 21 March 2024, alumni will come together like relay runners, to pass the baton forward, across INSEAD classes, and around the world. Throughout the campaign, we will team up for:

- Unrestricted gifts to the Dean’s Fund to provide flexibility to respond to emerging needs
- Scholarships to support talented leaders from diverse backgrounds
- Research to advance innovation and excellence

# Swiss alumni community tops the 2023 Giving Day ranking



On Giving Day 2023, Swiss alumni stepped up their participation, largely exceeding the target of 130 donors. Thanks to a generous pledge from **Julien Firmenich**, MBA’08J, and **Kay Noh**, EMBA’04D, our Association placed a remarkable first in the world for total donations.

## GIVING DAY 2023

Key figures



€1.35M

raised

2,637

donors



€220,500

raised

146

donors

#1

for total donations

#8

for Alumni participation

# Swiss Scholarship Fund news

Thank you to all the donors whose generous gifts helped grow the Switzerland Endowed Scholarship for Swiss Candidates fund in 2023. Since 2016, the fund has awarded 10 Swiss Scholarships and 2 Tech Entrepreneurship Scholarships.

**“Scholarships are essential to INSEAD’s efforts to attract the best candidates from around the world. Your support gives talented young Swiss leaders the opportunity to broaden their horizons and access a world-class business education.”**

Julien Firmenich, MBA’08J,  
President IAF Switzerland

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 each year. To ensure the scholarship fund’s sustainability, recipients are encouraged to contribute to the fund or help with fundraising after they graduate.

## 2023 scholarship recipients



**Marco Schukraft, MBA’23D**  
Swiss Tech Entrepreneurship Scholarship recipient

“The classes I took at INSEAD dramatically expanded my understanding of investing and created a strong foundation for my career. I was able to connect with fellow entrepreneurs and work with them on developing an AI-powered solution for the entrepreneurship competition. I also had the opportunity to learn from and interact with seasoned entrepreneurs, such as Yves Warnant, Founder of Arvest Ventures. Their presence at the School is inspiring: it shows us what is possible.”



**Charles Borel, MBA’23D**  
Swiss Scholarship recipient

“This prestigious scholarship has significantly enhanced my journey at INSEAD, allowing me to fully immerse in the rich educational and cultural experiences the program offers. I have participated in many captivating classes, including Organizational Behavior II, which was a true eye-opener for me. The scholarship has also alleviated financial concerns, enabling me to focus on my studies and participate actively in the diverse INSEAD community.”

## INSEAD SCHOLARSHIPS

Facts & figures



**€6.4M**  
total scholarship funds



**€21,000**  
average scholarship amount



**36%**  
of MBA students receive a scholarship



**47%**  
scholarship recipients are female

## Celebrating our achievements

INSEAD Alumni are leading and innovating in Switzerland and beyond. Here are few milestones from the past year.



### ENTREPRENEURSHIP

#### **Fabrice d'Erm, YMP'04Sep**

In 2022, Fabrice co-founded Revival Autos with Chirag Shah, MBA '95J, INSEAD Adjunct Professor of Entrepreneurship. With a mission to make a positive impact on the environment by converting classic cars to electric, Revival Autos was featured at the INSEAD London Global Alumni Forum in 2023. The company has recently expanded to the US and its cars are now available in Switzerland through a local partner.



### APPOINTMENT

#### **Barbara Staehelin, MBA'91D**

Barbara was elected Chairperson of the Board of Directors of Katonspital Baselland in July 2023. A biochemist by training, she is the co-founder and Chair of Axicos, a software company serving the life sciences industry. Her other board positions include Chairperson of Resistell and Non-executive Director of Re-Neuron Group.



### APPOINTMENT

#### **Sean Smart, EMBA'15Dec**

After many years in fossil-fuel plants, Sean made a conscience-driven shift to join Swiss Solar Group as COO. Founded in 2023, the group aims to accelerate net-zero by making clean and smart energy more accessible and affordable in Switzerland through acquiring companies that install solar power, heat pumps, and smart energy systems. The group expects to grow to 300 employees by the end of 2024.



### INNOVATION

#### **Kim Ludvigsen, MBA'86D**

The idea for Interprefy came to Kim Ludvigsen at a conference in 2014. The company he founded became a pioneer of remote simultaneous interpreting (RSI) over the Internet, using smartphones. When the pandemic hit, Interprefy became the world's leading RSI provider. In 2023, the company innovated by launching an AI-based solution, which has been adopted by the United Nations and the EU, among others.





## ENTREPRENEURSHIP

**Stephanie Flodrops, MBA'06D**

Driven by the questions raised by intergenerational transmission, in March 2023 Stephanie founded Bridges to Legacy, a Swiss-based consultancy that assists wealthy individuals and their families in structuring their family governance and wealth strategy. For Stephanie, passing the torch between generations involves building bridges between the human and technical dimensions. She draws on her 15 years of experience in wealth management with Rothschild & Co. and Barclays.



## APPOINTMENT

**Sven Holstenson, MBA'10D**

In May 2023, Sven was appointed Managing Partner of the Pictet Group, one of only seven owner-managers responsible for the entire activity of the Group. A graduate of EPFL, Sven joined Pictet in 2012 and held various roles before being appointed Head of Europe for Pictet Wealth Management in 2019, then Equity Partner in 2022. Prior to that, Sven was a management consultant with McKinsey & Co



## APPOINTMENT

**Nina Probst, MBA'10J**

Nina was appointed Managing Partner of the Geneva office of McKinsey & Company in May 2023. Prior to that she acted for five years as the leader of the firm's social-sector hub for Europe, serving international, public, and non-governmental organizations. She is also one of the leaders of McKinsey Academy, where she supports clients in strengthening their teams and capabilities.



## ACHIEVEMENT

**Dimitri Chichlo, EMBA'17Dec**

Dimitri recently completed a four-year mandate as an independent director of state-owned Ukreximbank. In 2019, non-performing loans made up 65% of the bank's portfolio. As chair of the Operations & Digital Committee, Dimitri helped establish a corporate governance structure to ensure accountability and financial stability. Today, the bank, the third largest in Ukraine, is significantly profitable and supporting the resilience of the economy despite the ongoing war with Russia.



## AWARD

**Dr. Jürg Syz, MBA'05J & Andries Diener, MBA'05J**

Asia Green Real Estate, the company co-founded by Andries and Juerg in 2009, was recognized as #1 in Asia for its sustainable residential and office real estate portfolio, achieving a 5-star rating in the prestigious 2023 Global Real Estate Sustainability Benchmark (GRBS) assessment.

# INSEAD LUXURY FORUM 2024

19 June 2024 | Geneva



INSEAD's annual flagship event on the business of luxury hosted for the first time Switzerland

## Luxury in a new Dimension

### Agenda

How to keep on innovating, build anti-fragile business models, and leverage the latest technologies to face current macrotrends and adapt to evolving consumer expectations.

4.00–7.30 pm | Expert panels

7.30–10 pm | Networking cocktail

### Venue

Mandarin Oriental Hotel, Geneva

### Contact for sponsors & volunteers

Odile Astréoud, MBA'15J

[odile.astreoud@insead.edu](mailto:odile.astreoud@insead.edu)

### 10+ expert speakers

INSEAD professors and leading experts from brands and consulting firms, including:

- Jean-Marc Pontroué, CEO of Panerai
- Nathalie Remy, Leader of Bain Fashion and Luxury Practice
- David Dubois, Associate Professor at INSEAD

### 100% alumni-run

By and for INSEAD alumni from all luxury segments.

### A unique networking opportunity

Luxury industry professionals from across Europe and beyond.

