

The IMD MBA

Western Europe Alumni



This selection of recent alumni highlights the kind of work experience our participants have before joining the full-time IMD MBA program, and the careers they go into after graduation or several years after.



"IMD has allowed me to achieve a transformation. A little over a year ago, I was a career soldier with a military education and no experience of business. Despite the speed and intensity of the MBA, I enjoyed opportunities to work with real world businesses. Indeed, I conducted an International Consulting Project for a large multinational company who went on to hire me when the year was up. As I embark on this new journey, I feel the tangible support of an elite and steadfast network which stretches around the globe."

David Basson

UK/French/South African, MBA 2011

New South Wales State Sales Manager, Nestlé Professional Oceania, Australia

Prior to IMD: 12+ years int'l leadership experience in operations and strategy, British Army Officer

2012

Ewout Eelkman Rooda, Dutch – Project Manager, Shell Retail Special Projects, The Netherlands

Prior to IMD: 4+ years experience in retail marketing and sales

Alessio Falchi, Italian – Competitive Intelligence and Strategic Marketing Leader, GE Power Conversion, France

Prior to IMD: 7 years sales, marketing and operations experience in the oil & gas/energy industry

Joseph L. Gruber, German – Organizational Effectiveness Senior Manager, Philip Morris Int'l Management SA, Switzerland

Prior to IMD: 6+ years experience in strategy & change consulting across North America Europe and Asia

Nayef Mohyud-Din, British - Structural Engineer, Ove Arup PTY LTD, Australia

Prior to IMD : 8 years int'l consulting experience in civil engineering within the constructions industry

Julia Neubauer-Babu, Austrian – Associate, a-connect Group, Switzerland

Prior to IMD: 7+ years int'l experience in endowment investment, social entrepreneurship and non-profit management

Thuy Ngo, French – Asset Management Deployment Manager, Sodexo, Switzerland

Prior to IMD: 5 years int'l experience in business management, service development and technical consulting

Jorge Ortega, Spanish – Corporate Development Manager, Knorr Bremse AG, Germany

Prior to IMD: 9 years int'l experience in operations and project management in Europe and Asia

2011

Fredy Baettig, Swiss –Senior Product Manager, Schindler Management AG, Switzerland

Prior to IMD: 6+ years int'l experience in product engineering and management

Anne-Sybil Bragadir, French/American/Swiss – Associate, GI Partners, UK

Prior to IMD: 7.5 years int'l experience in private equity investments and M&A advisory

Michael Conry, Irish – Manager, HV Cables, ESB - Electricity Supply Board International, Ireland

Prior to IMD: 8 years in R&D, asset management and education with team management and int'l consulting experience

Aidine Hoek, Dutch – Consultant, The Boston Consulting Group, London

Prior to IMD: 10 years int'l experience in strategy consulting and music performance

Jonathan Van Vaerenberg, Belgium – Associate, McKinsey & Company, Switzerland

Prior to IMD: 6 years in technology consulting and business development in telecommunications

Marko Wolter, German – Co-Founder, Arche Noah Baby, Germany

Prior to IMD: 10+ years international management experience in strategy, leadership consulting and HR

2010

Philipp Martini, German – Business Development Manager, Shell Deutschland Oil GMBH, Germany
Prior to IMD: 5 years int'l experience in project management & engineering in the automotive industry

Omar Molato, French/Moroccan – Consultant, McKinsey & Company Inc, Switzerland
Prior to IMD: 4 years managerial & organizational experience in healthcare & nutrition

Caspar Schwinner, Austrian – Vice President, Finance Europe, Mucos Pharma GMBH & CO KG, Germany
Prior to IMD: 9 years int'l managerial experience in finance and controlling mostly in the medical devices industry

Kosmas Theofilopoulos, Greek – Director, New Business Strategy & Analysis, AGT International, Switzerland
Prior to IMD: 7 years project management & business development in the shipping industry

2009

Olivia Assereto, Italian – Therapeutic Area Leader, Eli Lilly (Suisse) SA, Switzerland
Prior to IMD: 5 years international marketing experience in food & beverage industry

Lisa Bridgett, UK/South African – Global Director, Sales & Marketing, The Net-a-Porter Group Ltd, UK
Prior to IMD: 9 years in marketing and strategy consulting in the media sector

Richard Dove, British – Director Corporate Risk, Firmenich SA, Switzerland
Prior to IMD: 7 years experience in project management, finance & procurement in the retail & IT sectors

Wouter Naessens, Belgian – Senior Financial Manager, Kudelski SA, Switzerland
Prior to IMD: 7 years experience in strategy consulting & production

2008

Francisco Abecasis, Portuguese – Senior Manager, Int'l Channel Management, SunPower Energy Systems Spain SL, Spain
Prior to IMD: 8+ years international experience in the automotive industry

Igor Clainscig, Italian – Executive Director, Banque Heritage AS, Switzerland
Prior to IMD: 8 years in finance, investment promotion and enterprise development

Asier Sinde, Spanish - Senior Manager, Business Development, Samsung Electronics, UK
Prior to IMD: 5+ years of experience in asset management & strategic consulting in the railway industry

Sacha Debleds, French – Strategic Account Manager, Du Pont Canada Inc, Canada
Prior to IMD: 8 years in engineering, field operations and project management in the nuclear and oilfield industries

2007

Gonçalo Ferreira, Portuguese – Senior Director Manufacturing, Intramedullary Solutions, Stryker Osteosynthesis, Germany
Prior to IMD: 6 years of operations management in the European automotive industry

Anna Johnstone, British/New Zealander – National Account Director, Mars & Co, UK
Prior to IMD: 4 years in human resources in the energy industry

Jonathan Scott, British – Engagement Manager, McKinsey & Company Inc, USA
Prior to IMD: 6 years in healthcare as a medical doctor

Thomas Brochier, French - Country Manager, Luxottica UK Ltd, UK
Prior to IMD: 10 years in international textile trade and entrepreneurship



“After four years in HR, I wanted to get on the sharp side of business, where money is made. IMD’s Career Services helped me pinpoint roles that would bring those elements together and the importance of finding a company that fully supports your career switch. Mars recognized that not only had I learned solid leadership skills at IMD, I was fully capable of transferring knowledge gained from HR to my jobs on the sales side.”

Anna Johnstone
British /New Zealander, MBA 2007
Commercial Strategy Director, Mars Chocolate UK

IMD MBA Alumni: Where are they now?



Jérôme Baudy
French, MBA 2003
General Manager, Dior Couture, China
Published: 2010

To be a successful career change, two things are of prime importance: to know what skills and knowledge to transfer, and to convince others that you can transfer them. Jérôme Baudy went to IMD in 2003 determined to do so.

After seven years in a successful sales, marketing and general management career in the pharmaceuticals industry, Jérôme, then 30, craved a faster pace in more consumer-driven and brand-sensitive field. His specific interest in the luxury industry presented a challenging jump from a B2B-focused environment. A further complication was that luxury brand companies typically grow leaders from within. He decided to reinforce his capacity to both adapt his skills and persuade potential employers by getting an MBA.

He saw an IMD MBA as a passport, but getting over the border took his own hard work. “I started my job search very early, in July,” he says. “I spoke to people in related industries to understand the challenges from the inside. I sent very focused and personalized letters to only a few, but the right people.”

His networking was invaluable boosted by IMD career services with their access to alumni. “One of the strongest attributes of IMD is the quality of the alumni network. This is important during the job search and even afterwards. It is not the biggest community, but people are very responsive, very helpful, and very well placed.”

IMD also pointed him to suitable opportunities among companies coming to campus, which he took seriously, alongside his own targeted selections. In the end, he had five job offers and accepted a position as Managing Director of the South Korea subsidiary of Bulgari. Jérôme had pinpointed Bulgari from the start for their history, quality products and expansion potential.

Once inside the industry, his IMD learning helped ensure he had the strategic, creative thinking, the leadership, and the passion for the brand that was required. He particularly notes having gained a broad perspective, an ability to handle pressure, and deep self-knowledge that enables him to be a strong team player, a particularly important skill when leading people from a variety of backgrounds.

After positions with Bulgari in Korea and Hong Kong, he moved to Dior Couture as General Manager for China at the beginning of 2009. There again, he is utterly committed to creating strategies perfectly fitted to the brand and its legacy. “You have to love the products and appreciate the heritage and codes of the founder. As one of the first maisons de haute couture, there is a strong heritage in everything we do at Dior.”

Now a part of the strong IMD alumni network, Jérôme keeps his door open to IMD participants who seek his experience and insights: “I don’t think there is one recipe, but networking helps you understand the target industry as well as the value you need to bring.”

After LVMH, IMD MBA 1999 Mark Cornell sails into uncharted territory as new Edmiston CEO



Mark Cornell
British, MBA 1999
CEO, Edmiston, UK
Published: 2012

He started his career patrolling the streets in Northern Ireland as a British Army Captain engaged in counter-terrorist operations, went on to lead newspaper distribution in London for WHSmith, then took aim at an MBA to launch into luxury goods. So it should be no surprise that IMD MBA 1999 Alumnus Mark Cornell's latest move is calculated, daring, and gives him the chance to cut new territory.

There are other indications in Mark's story of his ability to set his sights and let nothing stand in his way—like getting to IMD for that MBA. Having chosen IMD for its respected, international program, he convinced the Admissions Director to take him on even though he lacked a university degree. Mark's subsequent career proves this exception was warranted.

"IMD proved to be the catalyst I'd been seeking," he says. "The program projected me into the world I aspired to: from domestic to international; low margin to high margin; with increased autonomy and responsibility." Upon graduating at the age of 32, the Briton headed to luxury goods leader LVMH. He started in strategy and business development but soon distinguished himself with successes like turning around Hine Cognac, a product then in difficulty. In 2002, he went on to become CEO of one of the world's finest champagnes, Krug. Mark's decade with LVMH was capped by five years as President and CEO of New York-based Moet Hennessy USA.

Despite enjoying the range of challenges at LVMH, he says, "I came to a point where I had to confront the entrepreneurial itch." The right opportunity came from Monaco-based Edmiston & Company. After just 15 years of operation, the privately-held company is recognized as a global leader in the sale, charter and management of super yachts. Attracted by the prospect of rapid growth and future potential in the industry, Mark became CEO and part owner in May 2011.

The challenges ahead include building a strong commercial team to expand into Asia, Russia and the Middle East. "I'm ready to prove myself in a different world," he says. "It's about going back to basics and getting into a world of creation where the risk and reward element is even more real."

Read more alumni stories at: http://link.imd.org/mba_alumni

Alumni Clubs

www.imd.ch/alumni/clubs

Our network of IMD alumni connects you with more than 75,000 executives from over 140 countries. The network is structured into more than 40 alumni clubs as well as more focused groups.

In this region, we currently have clubs in:

- **Czech Republic**
- **Hungary**
- **Poland**
- **Russia**