DISCOVER IMD
Developing leaders
Transforming organizations
Impacting your future
WELCOME TO IMD

www.imd.org
Browse these pages to discover:

4 THE IMD DIFFERENCE
6 IMPACT AT IMD
8 PROGRAMS FOR INDIVIDUALS AND TEAMS
10 DIGITAL TRANSFORMATION
12 CUSTOM PROGRAMS FOR ORGANIZATIONS
14 CORPORATE LEARNING NETWORK
16 ALUMNI COMMUNITY
18 THOUGHT LEADERSHIP
21 CLIENT AND MARKET DEVELOPMENT TEAM
22 FACULTY
26 IMD GOVERNANCE
28 SUPPORTING IMD’S FUTURE
IMD is an independent business school, with Swiss roots and global reach, expert in developing leaders and transforming organizations to create ongoing impact.

You can join IMD programs at our campus in Lausanne, Switzerland, at our Executive Learning Center in Singapore and at other key locations around the world. You can also join IMD online programs.
At IMD, we combine three interdependent elements to ensure that we are designing and delivering interventions that achieve high individual and organizational impact - both in the immediate and long-term.

**UNDERSTANDING YOUR NEEDS & CONTEXT**

As IMD was founded by and shares continuous ties to the business community, we have an exceptional understanding of the objectives and contexts of the individuals and organizations we work with. As an academic institution, we also strive to have objective and courageous conversations with our clients.

**RIGOROUS, INSIGHTFUL AND ACTIONABLE THOUGHT LEADERSHIP**

As an institution with a strong academic pedigree, our activities are informed by world-class thought leadership – developed at IMD and elsewhere. We understand that thought leadership must be rigorous, but we also strive to develop and use knowledge that is relevant, insightful and actionable.

**STATE-OF-THE-ART PEDAGOGY**

We employ our state-of-the-art understanding of individual and collective learning processes to design and deliver impactful interventions. From one-on-one coaching conversations to large scale transformation journeys, we structure interactions that stimulate dialogue, discovery and debate. We help you find your own answers.

Our approach leverages thought leadership to create innovative and unforgettable learning experiences in the service of clear business objectives.
As an independent business school, IMD is expert in developing leaders, transforming organizations and creating positive impact – immediate and long-term. We strive to ensure this impact is felt by the individual, the team, the entire organization and beyond.

Real-world learning only has value when coupled with real impact in the workplace: exemplifying effectiveness of learning and transfer of knowledge.

IMD adopts a relentlessly problem-solving approach to create lasting value and impact. Our world-class faculty work closely with organizations, their CEOs and learning and development leaders to design learning solutions that address the evolving needs of executives and organizations at all times.

**IMD IMPACT IN NUMBERS**

- **9,000+**
  Over 9,000+ executives come to IMD each year from 100+ different countries
- **170+**
  IMD supported 170+ organizations by delivering close to 200 customized interventions (on&off our 2 campus)*
- **81%+**
  of participants have become a more effective leader and have successfully applied the new learning to their job*

*Survey of more than 2,100 alumni 6 months after attending an IMD program (2015 -2017)
GROWING AS AN INDIVIDUAL
Claudie Allaire | Site Director and Business Development | Teoxane Laboratories | Switzerland

The First 90 Days® undoubtedly is the most useful leadership program I’ve taken in my professional life. At every key transition of my career, I’ve drawn upon the methods I learned, reflectively and practically. Furthermore, I use the concepts and tools to help every new employee I hire to onboard and integrate successfully.

CHANGING YOUR TEAM
Vito Angelillo | General Director | Terre des Hommes - Helping Children Worldwide Foundation | Switzerland

IMD has created a very powerful course that unleashes the full potential of the participants and teams. My experience of High Performance Leadership (HPL) was so powerful that I decided to send our senior management team on it too. Moreover, we have integrated the HPL approaches and tools throughout our organization. Since then, we have been on an intense, incredible transformational journey.

TRANSFORMING AS A COMPANY
Henrik Andersen | Group President & CEO | Hempel A/S | Denmark

IMD is a real powerhouse. It offers the best in academia and the best case studies. Their extra edge comes from the countless real-life experiences of executives and companies whom they work closely with and which informs everything they teach. Our Summer Class for the top leadership team allowed us to oxygenate our brains and understand which steps were necessary for us to move from products to solutions and to interact more effectively with our customers. IMD created a truly customized learning solution producing immediate results.

56%+
of participants on open programs are referred by alumni word of mouth or are returning alumni themselves

1ST
#1 in Open Programs
Top 3 Executive Education worldwide
7 years in a row Financial Times rankings 2012-2018

100,000+
alumni form a powerful global network of business executives
PROGRAMS FOR INDIVIDUALS AND TEAMS

Use IMD’s program finder or program recommender to find the right learning journey for you.

PROGRAM FINDER
By searching by topic of interest, your level of seniority and years of experience... and by the program’s location, duration and learning type (open, degree, custom or online), you identify the programs best suited to your needs.

PROGRAM COMPARE
Compare our executive education programs to discover which one is best suited for your professional profile and your needs. You can compare programs in the General Management, Digital Transformation, Leadership and Focused categories.
IMD offers a portfolio of programs, designed to help individuals and teams to develop a full range of capabilities, bringing impact to their organizations.

**GENERAL MANAGEMENT**
- Building on Talent (BOT) | NEW FORMAT
- Foundations for Business Leadership (FBL)
- Transition to Business Leadership (TBL)
- Program for Executive Development (PED)
- Advanced Management Program (AMP) | NEW
- Breakthrough Program for Senior Executives (BPSE) | NEW FORMAT
- Orchestrating Winning Performance (OWP) | 30+ NEW TOPICS

**DEGREE**
- Master of Business Administration (MBA)
- Executive Master of Business Administration (EMBA)

**DIGITAL TRANSFORMATION**
- Leading Digital Business Transformation (LDBT)
- TransformTECH (TT) | NEW
- Digital Strategy (DS) | NEW
- Digital Strategy & Analytics (DSA) | NEW
- Digital Analytics (DA) | NEW
- Digital Execution (DE) | NEW
- Digital Finance (DF) | NEW
- Leading in the Digital Age (LDA) | NEW
- Digital Marketing Strategies (DMS) | NEW
- Digital Supply Chain Management (DSCM) | NEW
- Digital Disruption (DD) | NEW
- Business Analytics for Leaders (BAL) | NEW

**LEADERSHIP**
- The First 90 Days® (F90D) | NEW
- Mobilizing People (MP)
- Strategies for Leadership (SL)
- High Performance Leadership (HPL)
- Advanced High Performance Leadership (AHPL)
- Cultivating Leadership Energy through Awareness and Reflection (CLEAR) | NEW
- Leadership Essentials (LE) | NEW
- Inspirational Leadership (IL)
- Changing Employee Behavior (CEB) | NEW

**FOCUSED**
- Governance
- High Performance Boards (HPB)
- Digital Transformation for Boards (DTB) | NEW
- Team Dynamics for Boards (TDB) | NEW
- Finance for Boards (FFB) | NEW

- Family Business
- Leading the Family Business (LFB)
- Leading the Family Office (LFO)

- Innovation
- Driving Strategic Innovation (DSI)
- Disruptive Innovation (DI)

- Finance
- Strategic Finance (SF)
- Business Finance (BF)

- Negotiation
- Negotiating for Value Creation (NVC)

- Strategy
- Strategic Thinking (ST)
- Strategy Execution (SE)
- Strategic Partnerships (SP)

- Marketing
- Marketing Management (MM)
- B2B Pricing Strategy (PS)

- Organizational Learning
- Organizational Learning in Action (OLA)

- Sustainability
- Building Business Sustainability (BBS) | NEW

**IMD ONLINE PROGRAMS**
Delivered online and applied to your business context with personal coaching.
Digital transformation brings turbulence and unpredictability. Yet it offers exciting opportunities to venture into new territory, forging greater successes and new ventures.

**IMD, leader in digital business transformation**

IMD is offering a suite of programs designed to optimize digital capabilities. From developing a new digital strategy to executing it, there is a program to fit your needs, helping you create new value for your company. IMD senior faculty are experts in this field.

The Global Center for Digital Business Transformation, an IMD and Cisco initiative, draws on full-time researchers with diverse backgrounds to drive the Center’s thought-leadership strategy.

*Dr Margot Tanner* | Senior Consultant at walkerproject AG, formerly with Lufthansa Aviation Training Switzerland AG | Switzerland

The faculty were highly energizing and engaging. Without fail, they had the audience captured in seconds. With their excellent skills, they built our group made up of individuals into a highly participative learner team. They not only engaged with us as participants, but empowered us to harvest knowledge and experience to our advantage.

Former participant of *Leading Digital Business Transformation*
TransformTECH

Break new ground with TransformTECH, powered by the excellence of two top schools: IMD with its innovation and business expertise, and the Ecole polytechnique fédérale de Lausanne (EPFL) with its cutting-edge technological developments. Discover how innovation, including artificial intelligence, intelligent robotics, and the Internet of Things can radically transform your business.

Leading Digital Business Transformation

Leading Digital Business Transformation is Europe’s largest, most established executive program of its kind. It has 350+ alumni. They form a fast-growing network of alumni executing digital transformation in their careers.

IMD DIGITAL EXCELLENCE DIPLOMA

Become a digital expert in just 15 days, taking a digital journey of foundational & in-depth programs

15 days of digital programs + Online exam = IMD Digital Excellence Diploma
CUSTOM PROGRAMS FOR ORGANIZATIONS

DEVELOP YOUR PEOPLE, TRANSFORM YOUR ORGANIZATION

Each program we develop for you is fully customized to reflect the opportunities and challenges of your organization. Working closely with our world-class faculty from day one, you will design together learning solutions that meet your unique objectives and deliver the highest impact.

APPROACH
- You partner with our faculty and tap into their real-world experience and cross-industry networks
- You benefit from an integrated and holistic learning approach
- Your evolving needs and ambitions shape our program designs

DELIVERY
- Programs delivered wherever it makes sense for you
- Highly integrated learning solutions blending together different innovative learning approaches to fit your needs
- Partnerships with cutting-edge organizations to enrich your experience and deepen the impact

World-class faculty
Work with one of our 50+ world-class faculty from day 1 to co-design and deliver your program.

Global network
Tap into our global network of 180+ leadership coaches, learning managers, functional experts and program delivery partners.

Global mindset
Benefit from our truly global mindset working every year with 170+ companies across geographies and industries.
YOUR ORGANIZATION’S TRANSFORMATION JOURNEY WITH IMD

YOUR JOURNEY
IMD can partner with you at every step.

CONTEXT
You gain a clear understanding of the objectives you want to achieve as an organization.

TRANSFORMATION
You build the case for change and a detailed action plan associated with key areas of choice.

CAPABILITIES
You develop the capabilities of your people in areas critical to your future success.

IMPACT
You create lasting impact as your organization sets out to lead and drive change.

TALK WITH US
+41 21 618 00 10 CustomProgramsDevelopment@imd.org
IMPACT YOUR COMPANY’S PERFORMANCE

- Develop your managers and leaders
- Provide global networking opportunities
- Strengthen the skills your people need to solve real challenges in your organization

FLEXIBLE LEARNING, GLOBAL EXCHANGE

The Corporate Learning Network (CLN) is your gateway to IMD’s innovative learning solutions. The CLN enhances individual and organizational impact by providing member organizations and their executives with access to virtual and blended learning, digital programs, face-to-face events and forums for best practice exchange. Each individual can construct their own personal portfolio of learning based on their specific learning needs, their developmental objectives and their preferred learning styles.

30+ industries
75+ members
20+ countries
THE CORPORATE LEARNING NETWORK OFFERS 6 PILLARS OF LEARNING:

**IMD ONLINE PROGRAMS**
IMD online learning provides flexible, 5 and 8 week online programs, with personalized feedback from a coach at each learning step. Ideal for business professionals with around 6 – 10 years’ experience.

**DISCOVERY EVENTS**
Intensive 1.5-day working sessions drawing on the latest research from IMD faculty.

**CXO ROUNDTABLES**
CEO, CIO, CFO, CMO, CLO... Each event features keynote speakers who are experts in their fields, and provides ample time for high-level networking.

**VIRTUAL PLATFORMS**
2 dynamic platforms - the Learning Hub and Global Knowledge Platform - featuring webcasts, podcasts, articles and leadership videos from IMD. Partner level members and up get additional access to a wide range of global business sources.

**WORLD COMPETITIVENESS ONLINE**
World Competitiveness Online is a unique and comprehensive database on the competitiveness of nations with relevant data spanning more than 25 years.

**EXECUTIVE EDUCATION ADVISORY COUNCIL**
The Executive Education Advisory Council is an advisory board which brings together heads of management development, CLOs and EVP human resources to review, shape and influence IMD’s teaching and research activities.

*Birgitte Day | Global Leadership Development Manager | MTN Group, South Africa*
IMD’s methodology and pedagogy for its GLC courses are a ticket to success. The structure of the programs makes participants feel accompanied, even though they learn at their own pace. Participants are not just a number. They get constant feedback and follow up, as the programs are soundly supported by IMD’s expert faculty.

Member, IMD Corporate Learning Network

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**CHOOSE FROM 4 DIFFERENT MEMBERSHIPS PACKAGES:**
Strategic Partner | Senior Partner | Partner | Business Associate

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**TALK WITH US**
+41 21 618 03 96 | cln@imd.org
The IMD Alumni Network is an exclusive network of global business leaders. Our mission is to support and accelerate the leadership journey beyond our on-campus programs and to foster a rich, close-knit network. We create value for alumni around two focus areas – lifelong learning and powerful business networks.

In 2016, the alumni and IMD created a number of new opportunities for interacting, building networks and above all taking part in a powerful joint-value cycle. Alumni enjoy member-only access to networking reunions, events (in person and online), numerous inspiring resources and a directory allowing them to connect with their peers.

**IMD and our alumni enjoy a mutually rewarding relationship.** Over half of the participants on our open program (56%) are either alumni coming back for further training or participants referred by alumni.
The program I went on allowed me to find surprising commonality across various industries and it took me to the next level of leadership. My class members, from other industries, offered fresh perspectives and a true willingness to share. What an eye-opener! We have stayed in touch as alumni and we help each other along, today.

Former participant of Breakthrough Program for Senior Executives

Alumni have three channels through which they can engage with their peers: Alumni Clubs organized by where alumni live and work, by the program they have taken, and by their given industry and area of expertise.

Alumni Clubs organize a variety of activities by geography. They offer opportunities to learn, discuss leading-edge business thinking and expand business relationships among fellow, local alumni.

Program Communities serve groups of IMD alumni who have formed close bonds, attending a particular program together. They meet to share and amplify the learning they gained together. One example is the Alumni Community for Entrepreneurship (ACE).

Expert Communities bring together alumni who share the same interests, in profession, industry and expertise, to share and exchange know-how. All IMD alumni are welcome to join. Examples include: the Digital Transformation Community and the Life Sciences Community.

Plus official and program-specific alumni groups on LinkedIn, which facilitate expanding and strengthening your professional network.
THOUGHT LEADERSHIP

WHERE ACADEMIA AND PRACTICE MEET

IMD’s research efforts are informed by our philosophy of “Real Learning, Real Impact”. Our unique brand of thought leadership is rigorous and relevant, yet insightful and actionable. The most valuable form of thought leadership is the one that is least easily captured – insights from the world of research and practical experience that are communicated to our executive education participants and to the organizations we partner with.

More than 100 research projects and initiatives are ongoing at any time, ensuring that our classroom material is constantly updated with new ideas and insights. Each project is led by one or several IMD faculty members who work closely with executives.

In the last five years, IMD faculty members and research teams have won 56 awards and generated more than 3,000 new research outputs. These include 685 case studies, teaching notes and supplementary material, 65 books and 42 book chapters. IMD’s faculty published 290 articles in academic management journals and 36 articles in top 50 journals, as ranked by the Financial Times. We also communicated our research insights through 479 issues of Tomorrow’s Challenges, 55 insights@IMD, 8 Perspectives for Managers, 4 In the Field and more than 1,300 articles published in elite, popular and online journals.

imd.org/research/education-publications

“Mithran Doraisamy | Executive Director and Consultant IMD Advisory | Australia

The program was very well structured. The theory covered was reinforced through field visits, then reapplied against the frameworks. We had excellent discussions, stemming from a sound, broad coverage of all key technologies, great case studies, great lecturers and a senior and diverse course cohort of global participants.

Former participant of Leading Digital Business Transformation
Kim Vinkler | Head of Finance | Arriva Denmark | Denmark

The program at IMD gave me great models, case studies and documented important learnings. The combination of case studies in different teams, an intense learning environment and the social activities all served to expand and improve my network. All this, combined with great faculty! Since the program, I have also attended alumni sessions, bringing me yet more benefits.

Former participant of Strategic Finance
IMD has been a pioneer in board education since 1977. The IMD Global Board Center brings together world-class thought leadership and best practices from around the globe and provides unmatched educational and advisory services for boards. It offers guidance on enhancing governance within corporations, financial institutions, institutional investors and non-profits in many regions worldwide.

[imd.org/boardcenter]

The Global Center for Digital Business Transformation provides world-leading research and analysis on digital business transformation. It prepares executives to lead their organizations into the digital era by re-imagining their businesses to take advantage of digital opportunities and manage disruptive threats. Full-time researchers draw from diverse backgrounds to drive the DBT Center’s thought leadership strategy.

[imd.org/dbtcenter]

A senior executive’s ability to continuously learn, adapt and change is the central leadership challenge of the 21st century. The primary mission of the IMD CEO Learning Centre is to question, challenge and provoke learning by senior executives. In this highly disruptive and turbulent era, the capacity to “learn while leading” will serve to grow and sustain organizations, industries and society.

[imd.org/ceo]

The IMD Global Family Business Center is a world-leading family business research and education Center of Excellence. Dedicated to the real issues facing family businesses, family offices and family foundations, we help families ensure the sustainable success of their business and family, whether large or small. We offer impactful educational programs and deliver customized programs worldwide.

[imd.org/gfbc]

As the world pioneer in the study of competitiveness, the IMD World Competitiveness Center has the mission to improve people’s lives by helping countries and companies generate long-term value. Its activities focus on the design and delivery of competitiveness workshops, and on the production of research materials to foster understanding of the pillars of competitiveness of firms and national economies.

[imd.org/wcc]

Learning at IMD offered me a very good mix of frameworks, theory and practice, cases from industry, as well as different points of view. They all contributed to my own perspective and approach.

Former participant of Organizational Learning in Action

Cristina Agostinelli | Ferrero University | Ferrero International SA | Luxembourg
CLIENT ENGAGEMENT TEAM

IMD’s Client Engagement Team has extensive experience in executive development and works directly with our corporate customers worldwide.

DEVELOP CUSTOMIZED LEARNING SOLUTIONS FOR YOUR COMPANY. EXPLORE OUR PORTFOLIO OF OPEN PROGRAMS. FIND YOUR CONTACT PER REGION OR COUNTRY:

STRATEGIC BUSINESS DEVELOPMENT OPPORTUNITIES:

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Anna Dunand
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CORPORATE LEARNING NETWORK MEMBERSHIP:

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Business Partners Director
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FACULTY

RECOGNIZED WORLD AUTHORITIES

IMD’s faculty members balance teaching, research and working with leading international companies to stay on top of the latest management thinking and trends. Their global view, keen insights and concrete understanding of business challenges ensure thought leadership and real-world learning in the classroom.

Jean-François Manzoni
Canadian | French
President and Nestlé Chaired Professor

Shlomo Ben-Hur
Israeli | American
Leadership, Talent Management and Corporate Learning

Sameh Abadir
Egyptian | French | Canadian
Negotiation and Conflict Management

Ralf Boscheck
German
Lundin Family Professor of Economics and Business Policy

Jean-François Manzoni
Canadian | French
President and Nestlé Chaired Professor

Shlomo Ben-Hur
Israeli | American
Leadership, Talent Management and Corporate Learning

Sameh Abadir
Egyptian | French | Canadian
Negotiation and Conflict Management

Ralf Boscheck
German
Lundin Family Professor of Economics and Business Policy

IMD FACULTY 2018

Arturo Bris
Spanish
Finance, Director of IMD World Competitiveness Center

Ben Bryant
British | Australian
Leadership and Organization Director of IMD CEO Learning Center

Bettina Büchel
German | Swiss
Strategy and Organization

Salvatore Cantale
Italian
Finance

Bala Chakravarthy
American | Indian
Strategy Leadership and Execution

Goutam Challagalla
American | Indian
Marketing and Strategy

Arnaud Chevalier
French | American
Strategy

Carlos Cordon
Spanish
Strategy and Supply Chain Management
ADJUNCT FACULTY 2018

Christos Cabolis
Greek | American
Economics, Finance

Duncan Coombe
British | South African
Organizational Behavior
and Leadership

Francisco Szekely
Mexican | Hungarian
Global Leadership
and Sustainability

EMERITI FACULTY 2018

Preston C. Bottger
Australian
Leadership and
Management Development

Robert S. Collins
British
Manufacturing Management
and Strategy

Daniel Denison
American
Organization and Management

Jean-Philippe Deschamps
French
Technology and
Innovation Management
IMD GOVERNANCE

IMD’S ULTIMATE GOVERNING BODIES

Comprised of key stakeholders – including CEOs from companies with which IMD has strong learning partnerships, members of other academic institutions and IMD faculty – the IMD Foundation Board and IMD Supervisory Board are responsible for governance at IMD as well as ensuring we remain relevant to the evolving needs of the global corporate community.

IMD FOUNDATION BOARD
The role of the Foundation Board is to take all useful measures to administer and represent IMD and generally, all steps permitting IMD to achieve its objectives. At their annual meeting in November, IMD Foundation Board members approve IMD’s overall strategic direction and the financial results and elect board members.

IMD SUPERVISORY BOARD
The Foundation Board appoints the Supervisory Board from among its members to support, challenge and supervise IMD’s operations. The Supervisory Board has the overall responsibility for IMD’s vision, strategy and management to support its success in the market place.
SUPPORTING IMD’s FUTURE

Our deepest thanks to IMD’s friends and donors for their generous gifts. Your investment in IMD has a tremendous impact. It contributes directly to fulfilling human potential and future business success.

PROFESSORIAL CHAIRS

The Alcan Chair
Environment

The Cisco Chair
Digital Business Transformation

The Coca Cola Chair
Consumer Insights and Customer Marketing

The Debiopharm Chair
Family Business and Philanthropy

The Dentsu Chair
Japanese Management

IMD CIRCLE AND CLUB MEMBERS

The IMD Club and the IMD Circle have been created to thank individual donors according to their level of support. Specific recognition programs offer networking opportunities, dedicated events, donor profiles in alumni news and visibility on different institutional supports.

Circle
Peter von Muralt  Member  PED 1980
Tarang Jain  Member  MBA 1987
Anonymous  Member  MBA 1992
Anonymous  Member  MBA 1997
Venkatesh Tulluri  Member  MBA 1999

IMD Circle
Pledges of CHF 100,000 and above

Club
Jay Mehta  Platinum  MBA 1991
Roderick MacLeod  Gold  MBA 1980

IMD Club
Platinum  CHF50,000
Gold  CHF25,000
Silver  CHF10,000
Bronze  CHF 5,000

Tamer Talaat  Gold  MBA 1987
Manel Adell  Gold  MBA 1994
Songhua Tu  Gold  MBA 1998
Jonas Ramm  Silver  MBA 1981
Suzanne Klatten  Silver  MBA 1988
Hans Petter Mellerud  Silver  MBA 1990
Alan McIntyre  Silver  MBA 1992
André Allain  Bronze  MBA 1984
Graeme Chipp  Bronze  MBA 1987
Peter Gotzler  Bronze  MBA 1987
Joon Choi  Bronze  MBA 1993
Walter Lee  Bronze  MBA 1993
Alain Depuydt  Bronze  MBA 1999
Art Uprety  Bronze  MBA 1999
Dong Xia  Bronze  MBA 1999
Marie-France Tschudin  Bronze  MBA 2000
Khadija Hasanova  Bronze  MBA 2005
Timm Oberwelland  Bronze  MBA 2005
Marije van Weelden-Cuche  Bronze  MBA 2010
Joan Beets  Bronze  MBA 2012

The Hilti Chair
Marketing and Change Management

The Kristian Gerhard Jebsen Chair
Responsible Leadership

The Lego Chair
Business Models and Value Chain

The Lundin Family Chair
Energy Policy and Economics

The Nestlé Chair
Strategy

The Alcan Chair
Environment

The Cisco Chair
Digital Business Transformation

The Coca Cola Chair
Consumer Insights and Customer Marketing

The Debiopharm Chair
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Energy Policy and Economics

The Nestlé Chair
Strategy

The Sandoz Family Foundation Chair
Leadership and Sustainability

The Stephan Schmidheiny Chair
Entrepreneurship and Finance

The Shell Chair
Sustainable Business Growth

The UBS Chair
Banking and Financial Services

The Wild Family Chair
Family Business
WE ARE HERE TO HELP YOU
- Build Your People’s Leadership Capabilities
- Embrace Digital Transformation
- Accelerate Innovation and Business Excellence

TALK WITH US
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