

25 Alumni  
who inspire us



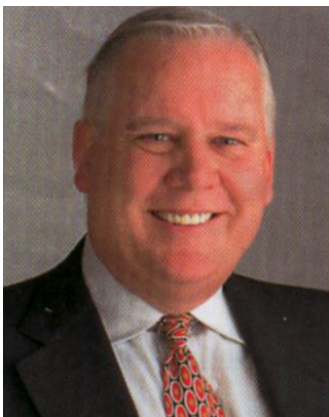
# 25 alumni who inspire us

At Business School Lausanne, we know that one of the best ways to measure our impact as educators is through the achievements of our alumni.

We take the opportunity of our 25th anniversary to share the stories of 25 BSL graduates who inspire us. They come from all over the world and work in various sectors such as finance, marketing, technology, consultancy, entrepreneurship, healthcare, sustainability, and design.

We chose individuals who not only have a successful career and positive impact on the world, but who also embody and live the values of BSL.

We hope you enjoy reading.



**John H. Nugent**

**DBA 1989**

Professor at Texas  
Woman's University  
School of Management

At the time John started his DBA studies at BSL, he had already had a proven track record of success working in the finance sector as a VP and CFO. John praises the BSL faculty by saying: "We had a world class faculty that made what we learned applicable to the real world and the changing, conflicting constraints found in most operating environments." He is convinced that the BSL experience enabled him in his role as CEO and Board member, to take over a technically bankrupt company and lead it to become the world leader in its industry with sales and operations in over 90 countries.

**"My experience at Business School Lausanne enabled me to become a business administration professor after I left the business world thereby enabling me to have two great careers - business and academia."**

John's professional achievements include leading the National Center of Academic Excellence in Information Assurance in the USA, working as a partner in a national accounting firm, and becoming a managing director in a venture capital firm. Today, he works as a professor in a graduate school of management in Texas.

**How do you perceive you have changed professionally as a result of your studies at BSL?**

"My experience at Business School Lausanne enabled me to become a business administration professor after I left the business world thereby enabling me to have two great careers - business and academia."

**“At Business School Lausanne, you meet the most interesting and inspiring people from around the world and teachers who motivate you to be the best version of yourself and think out of the box.”**

With an extensive background in marketing and communications, Esther is proud to work as a Senior Content Consultant at Deloitte Innovations today. She shares a passion for writing, having published three books already.

Esther obtained both her BBA and MBA degree from BSL. When describing her learning experience, she highlights her appreciation for BSL’s faculty.

“The teachers would challenge you to get the best out of you so that you could get an overall view and become an all-round manager in business.”

**Tell us about an achievement you feel proud of:**

“There are so many great moments I cherish but whatever I do, I always try to co-create awareness or support a good cause for charity. For example, my last published book was related to “No Kidding” (an international non-profit social club) and I have asked for awareness of child abuse.”



**Esther Kreukniet**  
**MBA 1993**

Senior Content Consultant  
at Deloitte Innovations



## Jan Nigel Bladen

**MBA 1993**

Chief Operating Officer  
(COO) at the Dubai  
Financial Services  
Authority

Obtaining an MBA degree from BSL was the logical next step for Jan to complement his extensive international experience in operational and strategic consultancy. Strongly driven by challenges, Jan enjoyed the stimulating learning environment at BSL. “There was definitely a healthy ambience of mutual respect, but complemented with a large amount of highly competitive drive and results focus.”

Jan has since become the founding COO at the Dubai Financial Services Authority. In the past, he spent eight years with PricewaterhouseCoopers in both Geneva and Dubai as a member of the Global Risk Management Practice. Jan has previously held managerial positions in European companies and spent three years as a management consultant with McKinsey Partners, Value Management Group.

### **How do you see yourself making a difference to the world?**

“Until now, the acceptance of the concept, and the subsequent implementation of the principles of good Corporate Governance in the Middle East has not received strong support from institutional investors and private shareholders. I believe that in the next 10 years we will see a Corporate Governance revolution in the region. As a Corporate Governance thought leader, and with a deep understanding of the Middle East, I intend to be at the center of that shift.”

**“I firmly believe that education is what is left when you have forgotten everything they taught you. Therefore, it’s a question of values, ethics, behavior and habits that last a lifetime. Business School Lausanne was a key component in instilling those life values in me.”**

**“Attending Business School Lausanne was a transformational experience in my life. For me, the educational opportunities were very positive. But more importantly, the exposure to students from different cultures really helped me to think outside the box.”**

opportunity to grow as a student and as an entrepreneur. “I believe that Business School Lausanne helped me to enlarge my view of what was possible for me to accomplish. At BSL, I gained some insights into a ‘world view’ rather than a view as a student from the USA.”

**Tell us about an achievement you feel proud of:**

“Professionally, one of the achievements I am most proud of is essentially creating a niche industry where one did not exist before. Prior to the formation of Company Nurse, LLC, providing telephonic nurse triage on a commercial scale to the work injury marketplace did not exist in the United States.”

Paul is a proud founder and CEO of Company Nurse, a firm specializing in medical triage and injury management for workers’ compensation. With over 20 years of experience in the workers’ compensation industry, Paul founded Company Nurse as a 24-hour nurse hotline program to address many of today’s workers’ compensation challenges, improving outcomes for employers and injured employees.

Reflecting on his MBA experience, Paul says that BSL had provided him with an



**Paul Binsfeld**

**MBA 1998**

Founder and President of  
Company Nurse



## **DBA 1999**

Chief of Department,  
Projects and Knowledge  
Management, International  
Telecommunication Union

Before joining the Doctorate of Business Administration program at BSL, Cosmas had worked in the government sector as a civil servant, senior diplomat, and negotiator in UN agencies. He says that he had become more solid in his analysis and could better navigate from the abstract to the real as a result of his DBA studies. After graduating from BSL, Cosmas graduated with a Master of Laws in IT and Telecommunications Laws in England and then joined the ITU (International Telecommunication Union). He is actively engaged in humanitarian work projects and is on a personal mission to keep saving lives through the implementation of advanced information and communication technologies.

### **Tell us about an achievement you feel proud of:**

“Of all ITU's interventions in countries in the immediate aftermath of disasters, I will never forget my contribution during the Haiti earthquake of 2010 in which over 310'000 people died and millions remained homeless. I was involved in mobilizing both financial and material equipment resources that benefitted the people of Haiti. The system that I deployed as the Chief Responsible for Emergency Telecommunications at the ITU enabled humanitarian organizations to share information to provide shelter, medicine, and food.”

**“The environment at Business School Lausanne is dynamic, diverse, multi-cultural, and stimulating. The faculty brings to the classroom hands-on experience that students can easily use at the work place.”**



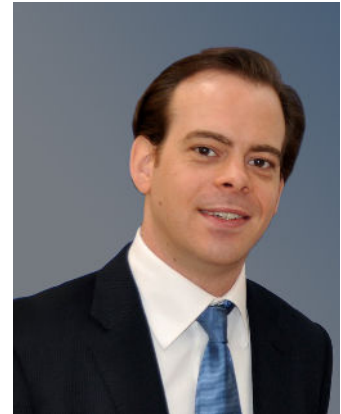
**“During my studies at Business School Lausanne, the practical business education gave me confidence in myself, and the right tools for a successful professional life. BSL also enabled me to build long-lasting relationships with people from around the world.”**

After graduating with both a BBA and an EMBA degree from BSL, Oliver embarked on a dynamic career, working for Credit Suisse First Boston, Thomson Reuters, and then Lloyds TSB Private Banking. Besides his current occupation as a Relationship Manager at Lloyds Bank, he is an Ambassador of the UICC (Union for International Cancer Control), a Member of the Board of Directors and newly appointed General Secretary of ART for The World, a UNDPI- associated NGO.

Oliver says that his studies at BSL provided him with a strong foundation in business and taught him to be “immediately operational”. This enabled him to start his career in internationally recognized companies.

### **How do you see yourself making a difference to the world?**

“As an Ambassador of the UICC, I am always on the search for new opportunities to eliminate cancer as a life-threatening disease for future generations. By engaging interesting and influential people in UICC initiatives, I help the organization to be more active, and in the same time I grow and enrich my personal experience in this field. Effective, transparent and goal-focused partnerships are essential if we are to address the range of challenges we have across the cancer control spectrum. My role is to expand and deepen these relationships.”



**Oliver Ernst**  
**BBA 1997, EMBA 1999**  
Relationship Manager at  
Lloyds TSB  
Private Banking



**Tony Emmenegger**

**EMBA 2001**

Self-employed

When Tony decided to do an Executive MBA, he was already a senior international executive and wanted to consolidate all of his formal education into an MBA – he was looking for a highly focused and concentrated program in an international environment. BSL was the right fit for him and he fondly remembers the interaction with the other EMBA participants. “It was the mixed composition of the class that contributed to some culturally unencumbered, politically unconventional and surprising conclusions of the case studies we used to solve in class,” Tony says of his EMBA experience.

**“BSL’s EMBA program represented the perfect solution for my specific requirements. It was a highly focused and concentrated program - one that certainly required hard work; at the same time it created a lively and enjoyable environment.”**

Today, Tony is a successful international operations executive in the machinery and industrial goods sector. He is proud of his personal contribution to establishing unconventional but profitable business operations throughout the industrialized world but also in China, South Africa and Latin America.

**What do you expect to achieve in your career in the next five years?**

“Combine my international management experience and my lifelong interest in academia in a new career as a professor at a higher academic institution.”

**“There are some events in your life when you can define yourself, as before and after. BSL is definitely one of them. I have made some great friends, great connections and learnt a lot in a very short time, thanks to the variety of people attending these classes.”**

When Fabrice joined the Executive MBA program at Business School Lausanne, he knew it was going to be a challenging but rewarding experience that would require a lot of personal and professional commitments. “Challenging as you are mixing your busy professional life with a fully packed student life. Rewarding as you are opening yourself to a world of experiences that in normal circumstances, would take years to encounter.” During his studies, Fabrice was working at the Swiss office of Orange, a telecommunications company, and found the

learning experience helped him bring a “fresh approach to business every Monday.”

Shortly after graduating, Fabrice was offered a job in London and he has since worked in five different countries for five different employers, helping companies shape international marketing strategies.

### **What do you expect to achieve in your career in the next five years?**

“I want to continue making a difference to the way brands approach business in Europe. Europe is a complex market where different cultures are closer than anywhere else. Too often, brands think that they can apply existing strategies to new markets and subsequently fail.”



**Fabrice Etienne**

**EMBA 2002**

Consultant,  
Head of Marketing,  
CRM at Plumbee



## **Jorge Cañete**

**EMBA 2003**

Owner of Interior  
Design Philosophy

With an international career in the luxury industry, Jorge enrolled in the Executive MBA program at Business School Lausanne, to pursue his dream of setting up his own interior design company one day. He describes his studies at BSL as a “great life experience full of interesting encounters.” Jorge values highly the networking opportunities provided at BSL and appreciates having to work with people from different backgrounds in class.

**“Networking is essential nowadays and meeting people from different backgrounds and experiences was a real BSL asset. My BSL studies were a great life experience, full of interesting encounters.”**

He is a proud founder of Interior Design Philosophy which helps prestigious firms and individual clients “bring a little bit of poetry and emotional touch to their environments.”

### **Tell us about an achievement you feel proud of:**

“2012 has been an exciting year so far! In January, my studio was awarded the prize for “Best international residential project” at Maison et Objet in Paris. In September, we will appear in the new “Interior design review” book by Andrew Martin, featuring the leading interior designers worldwide. It is the 4th consecutive year that Interior Design Philosophy is published in this book, considered as the “bible” of interior design. I have also been shortlisted at Macef Milano for the SBID international award for the best international residential project.”

**“What you can learn on a Saturday, you can apply on Monday,” the motto of Business School Lausanne at the time, was not only a marketing tool, it worked effectively!”**

At the time Pascal joined the Executive MBA program at BSL, he had already been working in communication and event management agencies in middle-management positions. Having “quite a broad but disparate work experience,” as Pascal describes it, he feels that BSL taught him first and foremost how to bring all elements of business together.

“Connecting the dots allowed me to see business matters with a broader perspective and a better understanding of the context, and allowed me to embrace jobs with a need for a strategic vision.” Upon graduating with an EMBA degree, Pascal was hired by an American company based in Switzerland in the luxury jewelry and watchmaking industry in a global marketing role. A few years later, he moved to the educational side and is now leading the development of activities at Fondation de la Haute Horlogerie globally, where he is in charge of the market development and overseeing training, exhibitions, and information projects from the Geneva headquarter to the local markets.

**Tell us about an achievement you feel proud of:**

“I have started a project of evaluation of watchmaking knowledge for sales personnel, a sort of TOEFL for the industry that will be used as a reference globally. This evaluation program is set to change the way sales personnel is hired, and also to provide a tool for measuring knowledge of other personnel within the industry.”



**Pascal Ravessoud**  
**EMBA 2003**

Development Director  
at Fondation de la Haute  
Horlogerie



## **Philippe Hirsiger**

### **EMBA 2005**

Project leader and  
Executive Officer at  
Ensemble Hospitalier de  
la Côte (EHC)

Joining the Executive MBA program at Business School Lausanne was an important step in Philippe's professional development. With a strong background in the health management sector, he evaluates the EMBA learning experience as a "real asset" that had helped him to further advance his career. Philippe helps companies or public institutions to develop projects in healthcare, even if the projects are complex or required multidisciplinary interventions. He is currently devoted to the development of a diabetes screening and health program at the EHC in the canton of Vaud, and sees himself leading a healthcare institution in the future.

**"My studies at Business School Lausanne were a very important step in my career. They were certainly the best experience that taught me how to work in team, quickly and efficiently."**

### **Tell us about an achievement you feel proud of:**

"One of my biggest professional achievements is my involvement in the two-week screening and awareness campaign organized as a part of a new diabetes program in the Canton of Vaud. As a project manager and the person responsible for all operational activities, I had to manage a team of institutions, in order to ensure the successful execution of the campaign. As a result, over 4,000 participants underwent the screening and about 100 new diabetes cases could probably be detected. A large number of persons with abnormal levels of one or more cardiovascular risk factors has also been detected and more than 250'000 people were sensitized by the campaign."

**“Thanks to the everyday teamwork, class discussions and tutorial work with the professors at Business School Lausanne, I have lifted up the family business to a leading position on the national market.”**

Emilija joined the MBA program at Business School Lausanne, having worked in a family-owned enterprise for four years. The most vivid memory of her studies is the diversity of students she met at BSL. “The skills developed in class, both through other participants and professors, were a huge step forward in my career development,” explains Emilija. Emilija now owns a company for international transport, and plans to improve the business environment in the transportation sector in her country, Macedonia.

**Tell us about an achievement you feel proud of:**

“I have worked on the USAID (United States Agency for International Development) project for the development of an e-system for distribution of CEMT permits (Conférence Européenne des Ministres des Transports) for international and local transport to companies in Macedonia. This e-system has been a major contribution to the transportation sector in Macedonia, resulting in an increased production of trucks meeting the highest eco standards.”



**Emilija Arnaudova**

**MBA 2006**

Owner of Rive Sped Dooel



**Markus Lanz**

**EMBA 2006**

Vice President at Fritz &  
Macziol Group

Markus joined the Executive MBA program at BSL, driven by his ambition to become a CEO of a mid-sized enterprise. He found that the program helped him better understand and analyze various business functions. When asked to describe his BSL experience, Markus says that the program was very professional and made him enthusiastic to learn. “We had a lot of good and intense discussions with our professors, but also a lot of fun!” he says. He believes he has become more open-minded and able to draw “the big picture” as a result of his studies at BSL.

**“Business School  
Lausanne gave me the  
opportunity to learn,  
discuss, and debate real  
case studies with my  
colleagues and  
professors. I also  
acquired a wide range of  
skills and a global  
mindset.”**

**Tell us about an achievement you feel proud of:**

“To balance my busy professional life, I devote a lot of my time to my Kiwanis Club. The last 2 years I was serving as President and I am very proud that I was able to lead and support the club in a real growth phase. The biggest achievement for me in my role as a President was to get the Model Club Award with a donation of 25,000 CHF to the international ELIMINATE-Project (Stop Tetanus). With this donation we were able to save the lives of 13,000 mothers and their unborn children.”



**“Being constantly challenged to defend my arguments taught me to be bold enough to express my opinion and have an impact on collective decision making.”**

Tomas had already had a solid international experience as a project manager and entrepreneur when he decided to join the MBA program at BSL in 2006. He believes that he has become more analytical in his judgment and decision making as a result of his studies. “The intense learning experience let me tap into the minds of my classmates, all of whom were experienced business professionals, and thus accelerated my learning curve by years,” says Tomas. Tomas currently manages two SMEs which he intends to expand internationally over the coming years.

**How would you describe your experience at Business School Lausanne?**

“The international environment provided a valuable insight that one and the same situation can be argued and analyzed differently, and still produces the same end result. The intense intercultural exchange and lasting friendships were clearly the highlights of my BSL experience.”



**Tomas Edvinsson**  
**MBA 2007**

Managing Director at  
Dr. Dünner AG



## **Florian Dumont**

### **EMBA 2009**

Director of Administration  
and IT at Sandoz Family  
Office SA

Florian joined the Executive MBA program at BSL seeking to improve his soft skills and learn to manage larger projects. He is convinced that the experience gained at BSL was immediately translated in to his daily management. Today, his professional background includes IT development and project management, human resource management, accounting and finance, and marketing activities across various industries.

Florian sees himself making a difference to the world by bringing innovation and technology together to develop new solutions with a lasting positive impact on the environment.

### **How do you perceive you have changed professionally as a result of your studies at Business School Lausanne?**

“My management has become more effective. The “MBA-toolbox” I developed during my studies at Business School Lausanne gave me a lot of confidence when taking new challenges and managing larger projects.”

**“The BSL EMBA doesn’t only teach numerous technical and interpersonal skills, it also organizes them into a radical business toolbox that can be used right away.”**

**“I am grateful for all the people I’ve met at BSL, from teachers to staff and students. They are life-long friends and I believe that it is this interconnection that can change something.”**

A BBA graduate of BSL, Carolina is currently pursuing a distance learning degree in Politics at Oxford University and prepares for her next step – launching her own start-up project as part of the family wealth management business. At her young age, she already has a list of accomplishments she could be proud of. She has gone from working in a family wealth management office in Geneva where she traveled extensively for business - to coordinating a team of seven people in her current occupation. She has organized an event initiated by Kofi Annan and led a church renovation process in her grandparents’ village. Carolina describes her BSL experience as a turning point in her academic, professional and personal life. She says it was the international environment at school, the small class size and the interaction with the teachers that she valued the most.

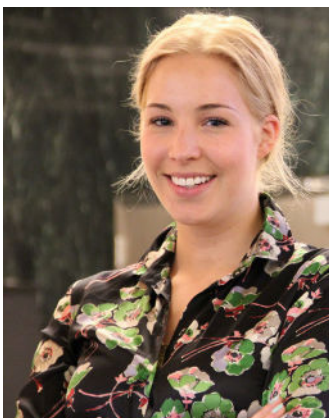
### **How do you perceive you have changed professionally as a result of your studies at Business School Lausanne?**

“Business School Lausanne taught me values and attitudes that go beyond corporate finance, management or marketing. It is more about how to interact with people professionally, facing the challenges of the real business world, making an impression, and finding your way to deliver and achieve.”



**Carolina Casas**  
**BBA 2010**

Associate Corporate  
Governance at Normaah  
Family Group



## **Chayenne Wiskerke**

**BBA 2010**

MBA Student at  
Columbia University

Chayenne is an ambitious BSL graduate, currently pursuing her MBA degree at Columbia University, in NY. Before undertaking her business studies at BSL, she was active in equestrian, show-jumping, and competed in the Dutch team at the European Championships selection competitions. “Business School Lausanne has been the ideal transition between a sport’s and a corporate career as the Bachelor of Business Administration created a strong foundation to mature my personal development. BSL synergized growth of knowledge and experience and prepared me for the start of a prospective profession,” shares Chayenne.

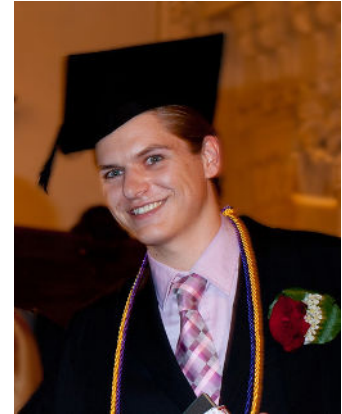
**“Business School  
Lausanne creates an  
exceptional international  
environment where a  
large variety of cultures  
and industries come  
together to discuss and  
exchange knowledge and  
experiences.”**

### **How do you see yourself making a difference to the world?**

“I am passionate about agricultural sustainability and continuous improvement of valuable future agriculture performance. As the global food supply is currently facing hard challenges due to strong altering climate conditions and the rapid growing world population, agricultural and global food production is becoming more pivotal and requires strategic management. This is a manageable process between producers and consumers, and as currently Wiskerke Onions has the potential to further develop its stake in such strategic management, I see it as a challenge to take part and become a driver of these essential developments.”

**“BSL’s students come from a vast variety of backgrounds, bringing their industrial expertise and cultural views into discussions, thus changing the team dynamics entirely and adding positively to the final result.”**

For Florian, one of the best experiences at BSL was the school’s multi-cultural environment. “Working in teams of people from across the globe and having face-to-face discussions in small classes truly benefited me in my professional and private life.” Graduating with a BBA degree, Florian pursued his education in Finance & Financial Markets in Germany and France. Today, he works as an analyst in investment management at NIBC Bank and is particularly interested in renewable energy technologies.



**Florian Kron**  
**BBA 2010**

Analyst in Investment  
Management at  
NIBC Bank N.V.

**How do you see yourself making a difference to the world?**

“I want to give the next generations the chance to see the world as we see it now. In order to do so, I plan to work on modernizing infrastructure globally and to be part of the challenging transition to renewable energy technologies.”



**Frederic Narbel**  
**BBA 2006, EMBA 2010**

Technical Sales  
Representative at  
Davisco Foods  
International

After completing an apprenticeship in poly-mechanics and a year in the Swiss Air Force, Frederic decided to complement his technical background by joining the Bachelor of Business Administration program at BSL. “Business School Lausanne was very important in helping me learn where and how to look for the right information,” remembers Fred. A BBA graduate, he was offered a position in a real-estate company in Kazakhstan. This was just the beginning of his dynamic work experience in various industries in Russia, Switzerland and the USA. Frederic continued his education by completing the BSL Executive MBA in 2010.

**“The case study approach and multicultural environment have proven to be the best learning environment for my career development.”**

**Tell us about an achievement you feel proud of:**

“In my previous role in a medical device company, we were facing major supply chain problems with a critical supplier in China. Keeping in mind the case analysis approach and multicultural environment at Business School Lausanne, I was able to help develop our supplier and transform him from being a problem to becoming a major contributor to the company’s success. The implementation of best practices in lean manufacturing was critical.”

**“The BSL MBA helped me achieve my professional goals by providing the solid foundation to launch and run a successful business.”**

having just arrived from New York, she volunteered to guide her classmates across thin wooden planks as part of a team building exercise. “It was an opportunity to step out of my comfort zone and set the tone for a valuable learning experience and successful MBA program,” says Lena.

Upon earning her MBA, Lena founded Gramercy Protocol LLC, a New York-based consultancy specializing in Business Etiquette. She works with corporate clients to enhance their professional skills and helps companies distinguish themselves from the competition.

**How do you see yourself making a difference to the world?**

“Encouraging civility is a founding principle of Gramercy Protocol. My goal is to help people achieve their full potential through business image enhancement, communication and presentation skills training and business etiquette counsel.”

Lena Koropey is a certified Corporate Etiquette and International Protocol Consultant with over ten years of experience in marketing communications, public relations and brand management. She sees the MBA experience at BSL was a critical step in launching and successfully running her own business. Lena still remembers her first day of class, when,



**Lena Koropey**  
**MBA 2010**

Founder at Gramercy Protocol LLC



**Samantha Zaklama**  
**MBA 2010**

Finance Consultant at  
Pernod Ricard

Samantha had worked for Citibank, Barclays Capital and Pernod Ricard before she decided to join the MBA program at BSL. She says that BSL provided a global perspective, which helped her reintegrate into the working routine after her maternity leave. “Business School Lausanne changed my local mindset and gave me the tools to understand business as a whole and the intricacies of the global business world.” She is now working as a Finance Consultant at Pernod Ricard and continues to build her leadership capacity through challenging project assignments.

**“Business School  
Lausanne teaches  
students the  
fundamentals of running  
profitable yet responsible  
businesses in a dynamic  
and uncertain world.”**

**Tell us about an achievement you feel proud of:**

“I volunteer to help children who are not working up to their abilities. I recently tutored a young lady that was in danger of repeating a grade. She not only advanced to the next grade, but scored much better than expected on her standardized test. I feel proud of this because I watched a young girl reach her potential with some encouragement and hard work.”



**“At Business School Lausanne managers with real-life experience teach approved theory. As a significant part of the time is allocated to classroom discussion, the students can match this theory with their personal experience resulting in a very effective training.”**

of his doctoral thesis, project and risk management at several universities within Switzerland and abroad. A DBA graduate of BSL, Thomas was deeply impressed by the strong focus of the program. “From the first, rather generic discussion with the Dean, to the professor who was coaching me, and the final defense of the doctoral thesis the focus was clearly defined.”

**Tell us about an achievement you feel proud of:**

“I am proud of the fact that I was able develop a consistent method to significantly increase the personal efficiency during the doctoral program and - even more - to transform the method into practice and to convince managers of all levels of the great benefits it delivers.”

Thomas has over 20 years of experience in managing turnaround and change processes in small and mid-sized enterprises, and multinational corporations. The focus of his current activities is the internal optimization processes in companies as well as the design and implementation of roadmaps to manage strategic targets into operational profits. During his career development Thomas has experienced a variety of hierarchical levels including member of the executive management and the board. As professor, he is lecturing the results



**Dr. Thomas Fischer**  
**DBA 2010**

Head of Finance & HR at  
Stade de Suisse,  
University professor,  
Consultant



## **Allison Martin**

### **MBA 2011**

Marketing Manager,  
Personal Insurance,  
Corporate Marketing  
at RSA

Allison Martin is an accomplished marketing and strategic planning professional with a proven track record of success. She is currently the Marketing Manager, Personal Insurance, Corporate Marketing at RSA, one of the top 3 Personal & Casualty insurers in Canada.

One of the reasons Allison chose to study at BSL was to expand her international network. “I was fortunate to meet and work alongside students and teachers from around the world, who have now become lifelong friends of mine.” Ever since, Allison considers herself as a “connector”, linking people and opportunities together.

### **Tell us about an achievement you feel proud of:**

“I was recently selected to join the St. Michael's Hospital Young Leaders group. This is a volunteer group of young professionals in Toronto, who are responsible for fundraising and raising awareness of this internationally acclaimed health care facility in downtown Toronto. This is a great honor and one which gives me the opportunity to work on behalf of such a critical and leading-edge organization.”

**“The professors at Business School Lausanne were respected professionals within their industries, who offered great insight and brought first-hand experience to the courses they taught.”**

**“For me, BSL was a great experience and provided an excellent environment to obtain my EMBA degree. It provided me with a set of skills which helped me become more successful in my career.”**

a much better overall view of how to run a business with all its facets,” concludes Roland. Today, he is an experienced industrial marketer with a passion for growth, continuous improvement and innovation. His expertise includes strategy development and deployment, product development, sales and marketing.

### **How would you describe your experience at Business School Lausanne?**

“It was a hard work to complete the EMBA, but also enjoyable as it provided an opportunity to make new friends and gain valuable insights and experiences.”

Roland joined the Executive MBA program at Business School Lausanne after 20 years of work experience. He was determined to upgrade his knowledge in finance and consolidate his extensive background with a well-recognized degree. When asked to describe his BSL studies, Roland recalls the stimulating learning environment, the small classes of experienced professionals and the diversity of cultures and nationalities.

“As a result of my EMBA studies, I’ve got



**Roland van der Aa**  
**EMBA 2011**

Global Marketing Director  
at Sapa Profiler AB



**Stephen B. Kearney**

**MBA 2011**

Entrepreneur at GES Brazil

Before joining the BSL MBA program, Stephen had been working for Lockheed Martin as a financial analyst. He chose BSL for his studies because he wanted to gain international exposure. When asked how he had changed as a result of the BSL experience, Stephen says it had made him more open-minded and had taught him to work with different types of people. “It makes you sit back and think about how people look at an issue from a different perspective”, explains Stephen.

After BSL, Stephen started a carbon and graphite trading company in South America which he continues to run today. He has gained a lot of experience in procurement, freight, scheduling, management, and human resources. He believes that he is making a difference to the world by offering some of the best carbon and graphite products to the industry in order to help the end user become more cost effective.

#### **What do you expect to achieve in your career in the next five years?**

“I expect to run a stable, well diversified and profitable business in Brazil. I also expect us to start adding more value by making worthwhile investments in the country. There is a lot of opportunity in the carbon and graphite market in South America.”

**“Business School  
Lausanne gave me a truly  
international experience  
that has carried over  
in my career. BSL also  
pushed me to become  
more open-minded and  
think about ideas in a  
different way.”**

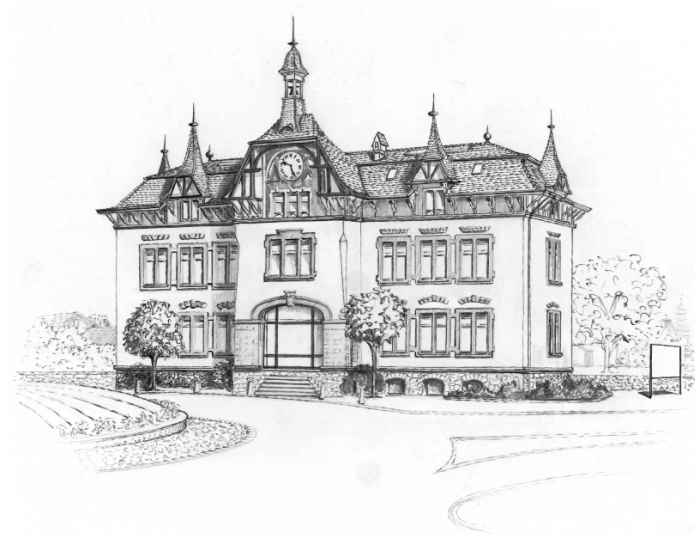
Special thanks to all alumni  
who contributed their story.

# Index

Allison Martin, p.24  
Carolina Casas, p.17  
Chayenne Mathilde Wiskerke, p.18  
Cosmas Zavazava, p.6  
Emilija Arnaudova, p.13  
Esther Kreukniet, p.3  
Fabrice Etienne, p.9  
Florian Dumont, p.16  
Florian Tobias Kron, p.19  
Frederic Narbel, p.20  
Jan Nigel Bladen, p.4  
John H. Nugent, p.2  
Jorge Cañete, p.10

Lena Koropey, p.21  
Markus Lanz, p.14  
Oliver Ernst, p.7  
Pascal O. Ravessoud, p.11  
Paul Binsfeld, p.5  
Philippe Hirsiger, p.12  
Roland van der Aa, p.25  
Samantha Zaklama, p.22  
Stephen Baker Kearney, p.26  
Thomas Fischer, p.23  
Tomas Edvinsson, p.15  
Tony K. Emmenegger, p.8





BUSINESS  
SCHOOL  
LAUSANNE

**BSL** 25

**25 YEARS OF LEADING INNOVATION IN BUSINESS EDUCATION**

Rte de la Maladière 21, P.O. Box 73, 1022 Chavannes - Switzerland  
T +41 21 619 06 06 F +41 21 619 06 00 info@bsl-lausanne.ch www.bsl-lausanne.ch