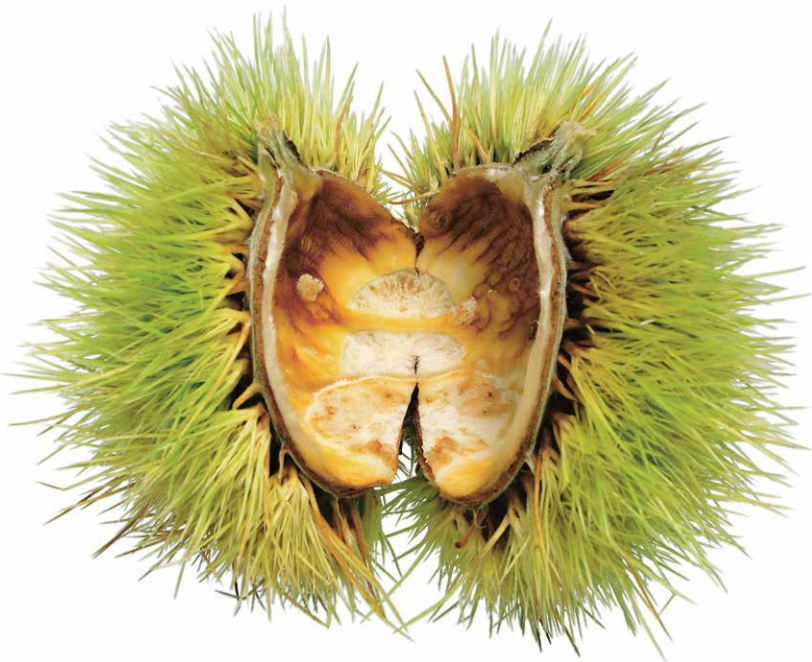


Schweizerische
Management
Gesellschaft

Leadership Excellence



Losing touch?

55th SMG Forum

Thursday, 20 September 2018

AURA event location, Zurich

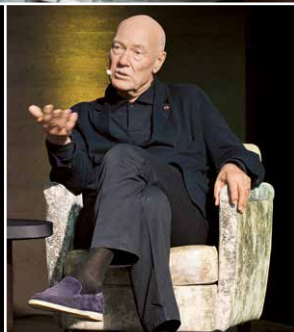
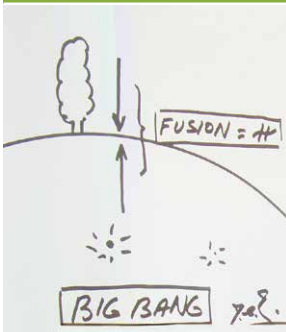
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SMG Forum

The Swiss Management Association (SMG) has held the SMG Forum since 1961. Around 300 entrepreneurs, members of C-level management and directors from a variety of sectors meet annually at this half-day

event for discussions and to draw inspiration from high-calibre national and international speakers. Networking, dialogue and discussions between Swiss industry's decision makers provide significant added value.



Losing touch?

«One thing that is likely to make you lose touch is if you keep in touch with the past too much.» John Hurt

As entrepreneurs, we are aware that tried-and-tested business models are becoming obsolete, mature management principles and incentive systems are becoming less effective. We are faced with multiple challenges and unknown quantities. Maintaining traction is increasingly a key concern. But taking retrospective action is not a solution either as we then run the risk of losing our connection to the future.

How do we manage to not lose the touch

- to our employees?
- to our customers?
- to reality?
- to religion?
- to nature?
- and to much more?

Or is it sometimes a good thing to cease being grounded, to question and reinvent oneself?

Technology brings us into contact around the globe much more easily and faster. But subtly detailed information can only be detected in direct, personal conversation. On 20 September, we very much hope that you will be able to find the time to meet as equals for discussions and to draw inspiration from the knowledge of others – outstanding speakers will share their experiences with us.

We look forward to get in touch with you.

Lukas Braunschweiler
President SMG

Catrin Wetzel
General Manager SMG

Programme

11:15	Arrival of registered lunch participants (ground floor)
11:30	Optional lunch at AURA Restaurant
12:30	Arrival of the Forum participants (at the event hall foyer, first floor)
13:00	Welcome » Dr. Lukas Braunschweiler and Martina Fuchs
	Ditch the past pace in favor of sustainability » Ilaria Venturini Fendi
	The next knowledge exponential – progress through access » Dr. Kamila Markram
	Losing touch with traditional values – is money the new religion? » Reverend Richard Coles
15:20	Break
16:00	Connecting people – disconnecting Nokia – reconnecting again: the story of a serial transformer » Risto Siilasmaa
	Creating an iconic brand – how can one prevent not to lose touch, sitting in the driver’s seat? » Bernard “Bernie” Charles Ecclestone
	Management 4.0 – how can we remain connected to our employees in future? » Wolfgang J. Pfund, Dr. Thomas Vollmoeller, Prof. Dr. Antoinette Weibel with Hannes Britschgi
18:30	Close » Dr. Lukas Braunschweiler and Catrin Wetzel
	Drinks reception
20:30	End of the event

Speakers at a glance



Risto
Siilasmaa

Chairman of the
Board of Directors,
Nokia Corporation



Ilaria Venturini
Fendi

Fashion entrepreneur,
designer and organic
farmer



Reverend
Richard Coles

Clergyman,
BBC broadcaster and
former Communitard



Bernard "Bernie"
Charles
Ecclestone

Entrepreneur by instinct



Dr. Kamila
Markram

CEO Frontiers



Dr. Thomas
Vollmoeller

CEO XING SE/
kununu GmbH



Prof. Dr.
Antoinette
Weibel

Full Professor of Human
Resource Manage-
ment at the University
of St. Gallen



Wolfgang
J. Pfund

Director of Human
Resources and
Logistics, Suva

Speakers

Risto Siilasmaa

Chairman of the Board of Directors, Nokia Corporation



Risto Siilasmaa is a board member since 2008, in 2012 he became the Chairman of the Board of Directors of Nokia Corporation and is an entrepreneur at heart. In addition to leading Nokia's recent transformation, he is founder and Chairman of the Board of F-Secure, a Finnish cybersecurity company. He also serves as Chairman of the Board of Directors of The Federation of Finnish Technology Industries, Vice Chairman of the Board of Directors of The Confederation of Finnish Industries, member of European Roundtable of Industrialists and member of the Tsinghua SEM Advisory Board. As an active promoter of innovation culture, Risto is a well-known business angel, investing in several technology startups and serving on their boards. He holds a Master of Science of the Helsinki University of Technology.



Ilaria Venturini Fendi

Fashion entrepreneur, designer and organic farmer

Ilaria Venturini Fendi is a fashion entrepreneur, a designer and an organic farmer. She left her family brand in 2003 when she bought and converted to organic a farm in Northern Rome. Merging her past know-how with sustainability and social commitment she returned to fashion in 2006 with her ecoluxury brand Carmina Campus, to design accessories and furniture with reused materials and the craftsmanship of Italian artisans. She worked in Africa in collaboration with the UN-WTO agency International Trade Centre (ITC) and presently designs a handbag line produced in Italian prisons. She collaborated with well-known brands such as MINI-BMW and Vibram. A speaker at Rio+20 and she recently was awarded the Social Laureate Award at the Green Carpet Fashion Award 2017 and the ADI Social Design Award 2017.

Reverend Richard Coles is an English cleric, author and co-presenter on BBC Radio 4's Saturday Live Show. In complete contrast to his current job, Coles led the wild life of a successful pop star in the 1980s and, together with vocalist Jimmy Somerville, was part of pop group «The Communards». They had several top 10 hits, including «Don't leave me this way», the top-selling single in the UK charts for 1986. He found the rapid rise to fame increasingly burdensome, causing him to abandon his career as a pop star and dedicate himself to a new, more fulfilling role in God's service. As a vicar in the Church of England, he now ministers to the congregation in the parish of Finedon, Northhamptonshire.

After studying physics at Woolwich Polytechnic, Bernie Ecclestone joined a gas company as a chemist and then went into business selling motorcycles establishing the largest motorcycle dealership and car manufacturer's distributorship in Kent. As Bernie's business interests grew and diversified into property, so too began his involvement in motor-racing. He raced motorcycles from the age of 16 moving then onto car racing, but it was inevitable that his shrewd entrepreneurial character would be a big help in advising his friend Stuart Lewis Evans and the late Jochen Rindt and with him ran the factory Lotus racing F2 Team, the Connaught Formula One Team and Brabham. In 1972, he took control of virtually running Formula One selling Brabham in 1987 to dedicate himself to the commercial development of the sport itself. He singlehandedly transformed Formula One from an expensive hobby for wealthy gentleman racers into the global multi-billion dollar industry and the most popular annual sporting spectacle in the world that it is today.

Reverend Richard Coles

Clergyman, BBC broadcaster
and former Communard



Bernard "Bernie" Charles Ecclestone

Entrepreneur by instinct

Speakers

Dr. Kamila Markram

CEO Frontiers



Dr. Kamila Markram is the co-founder and CEO of Frontiers, and a neuroscientist and autism researcher at the Swiss Federal Institute of Technology (EPFL) Lausanne. Frontiers is one of the largest and most impactful Open Science platforms in the world, on a mission to make science open for the benefit of humanity. Radically improving how science is reviewed, published, evaluated and disseminated to both researchers and the general public, Frontiers received the 2014 ALPSP Gold Award for Innovation in Publishing. In 2016 Dr. Kamila Markram was named a L'HEBDO Forum 100 personality, a Stevie Gold Award Winner for Women in Business, and a finalist for the Ernst and Young Entrepreneur of the Year Award. In 2017, Kamila was a finalist for the EU Prize for Women Innovators.



Dr. Thomas Vollmoeller

CEO XING SE/kununu GmbH

Dr. Thomas Vollmoeller has been CEO of XING SE since October 2012. Before moving to the Hamburg company, he was CEO of the Valora Group, Switzerland, where he guided the company successfully to new growth through various strategic measures. Prior to this, Dr. Vollmoeller held various positions with Tchibo GmbH, latterly as member of the Board for Finance and Non-Food. During his time at Tchibo, he made a significant contribution to the development of the e-commerce business. Before joining Tchibo, he spent 10 years at McKinsey & Co. in Hamburg and Düsseldorf. Dr. Vollmoeller studied economics at the University of Stuttgart-Hohenheim and at the University of California Los Angeles Business School. He obtained his doctorate in 1992 at the University of St. Gallen.

Prof. Dr. Antoinette Weibel was awarded her professorship in 2008 at the University of Zurich. She then took over the Chair of Management at the University of Liechtenstein. In 2010, she moved to the University of Administrative Sciences in Speyer and assumed the Chair of Human Resources, Leadership and Decision-Making in the Public Sector. After that, she was attracted by the University of Constance's reputation and has been Professor of Human Resource Management at the University of St Gallen since 2014. She is also Director of the University of St. Gallen's Institute for Work and Employment Research. She researches into trust-based management, positive human resources management and digitalisation of human resources management.

Wolfgang J. Pfund has headed up the Human Resources and Logistics department at Suva since 2008 and has laid the foundations for Work 4.0 for the company in recent years. This includes new working models (home office, mobile working) as well as new working environments and the development and successful implementation of working time management that is as flexible as possible whilst still complying with legal requirements. Before joining Suva, Wolfgang J. Pfund was Head of Central Human Resources and senior Human Resources manager for the canton of Basel-Stadt and a member of the Finance department management from 2001 to 2008. Prior to this, he spent five years as Head of Human Resources and as a member of the Management Board of Swiss broadcasting corporation DRS, as well as Head of Human Resources Development and Management Development at Swiss Bank Corporation from 1985 to 1994. Pfund studied at the University of Zurich and the C.G. Jung Institut, obtaining his degree in Education, Psychology and Educational Theory.

Prof. Dr. Antoinette Weibel

Full Professor of Human
Resource Management
at the University of St. Gallen



Wolfgang J. Pfund

Director of Human Resources
and Logistics, Suva

Moderation



**Martina
Fuchs**

CNNMoney Switzerland
Anchor

Martina Fuchs previously worked as a senior business reporter for CGTN based in Beijing, and for Reuters TV in London and Dubai. She has covered top global news events such as the World Economic Forum (WEF) in Davos or the G20 summit in Hangzhou, and conducted exclusive interviews with a wide range of top executives and business leaders. Born in Switzerland, she earned master and postgraduate degrees in international economic history, TV journalism and global finance. She speaks nine languages fluently, including Chinese and Arabic.



**Hannes
Britschgi**

Head of Ringier School of
Journalism

Hannes Britschgi studied at the Faculty of Law, Bern and was called to the Bar in 1984. He has been a journalist for more than 30 years; first at Swiss Television, working on «Karussell», «Max», «Kassensturz» and «Rundschau». He was awarded Switzerland's Telepreis 1997 for his «Rundschau» interviews. In 2001, he became editor-in-chief of the Swiss current affairs magazine «FACTS». In 2005, he took over scheduling at «Ringier TV». In 2008, he became editor-in-chief of «Sonntags-Blick». He has been the head of Ringier School of Journalism since 2011.

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Alusuisse-Lonza

Packaging SA

Jean-Pascal Delamuraz,

Bundesrat

Dr. Armin Meyer,

ABB Schweiz

André Stutz,

Fabric Frontline Zürich AG

Enrico A. Tissi,

Elco Looser

Holding AG

Karl Börner,

Phillips AG

Prof. Dr. Peter Gomez,

HSG

Masaaki Imai,

KAIZEN

Dr. Dieter Zetsche,

Mercedes-Benz AG

Adalbert Durrer,

Nationalrat

Dr. Georg H. Endress,

Endress + Hauser Holding AG

Prof. Dr. Gertrud Höhler,

Beraterin von Wirtschaft

und Politik, Autorin

Erich Müller,

Sulzer AG

Prof. Dr. Hans Ruh,

Universität Zürich

Jens Alder,

Swisscom AG

Prof. Dr.

Hans Eberspächer,

Universität Heidelberg

Prof. Dr.

Anton Gunzinger,

ETH Zürich

Beth Krasna,

Séchéron SA

Dr. Gerhard Schwarz,

NZZ

Hans-Rudolf Schurter,

Schurter Holding AG

1993

1994

1995

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1999

Dr. Ariane Berthoin Antal,

International Institute

for Organizational Change

IOC-Ashridge

Dr. Hannes Goetz,

Swissair AG

Uli Hangartner,

Kunstmaler, Tramelan

Dr. Hans Jäger,

Sulzer Management AG

Hans Ulrich Märki,

IBM Schweiz

Robert F. Sperry,

Mettler-Toledo AG

Prof. Dr.

Martin Bangemann,

Europäische Union

Richard M. Donnelly,

General Motors Europe

Prof. Dr. José Encarnaçao,

Fraunhofer-Institut für

Graphische

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Prof. Dr. Beat Schmid,

Universität St. Gallen

Dr. Markus Altwegg,

F. Hoffmann-La Roche AG

Pascal Couchepin,

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Dr. Gottlieb Guntern,

International Foundation for

Creativity and Leadership

Barbara Kux,

Nestlé Polska

Holding Sp. z o.o.

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Universität Zürich

Bernd Kolb,

I-D Media AG

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Horst Opaschowski,

Universität Hamburg

Wim Ouboter,

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Good Night Inn,

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Supercomputing Systems AG

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UBS AG

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Ypsomed Holding AG

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Zur Rose AG

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BMW AG

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Stadler Rail AG

2000

2001

2002

2003

2004

2005

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Universität St. Gallen

Philip Evans,
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Consulting Group

Marc Furrer,
Bundesamt
für Kommunikation

Rolf Hüppi,
Zurich Financial
Services Group

Albert Ziegler,
Zürcher Hochschulen

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Unternehmensberater

Ulrich Bremi,
Unternehmer

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Nadja Schnetzler,
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Nelly Wenger,
Direction générale Expo.02

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Kloster Einsiedeln

Jens Alder,
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Wander AG

**Dr. Hans-Dietrich
Genscher,**
Bundesminister

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Roland Mack,
Europa-Park

Ola Rollén,
Hexagon AB, Leica

Geosystems Holding AG

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The Scripps

Research Institute

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Harvard University

Peter Brabeck,
Nestlé

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Precious Woods

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Allianz Suisse

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Copenhagen Consensus
Center

Mike Müller,
Schauspieler und Autor

Thomas O'Malley,
Petroplus

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Radio1

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Dr. Hubertus von Grünberg
ABB

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Earth Policy Institute

Gery Colombo,
Hocoma AG

Jackie Freiberg,
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Kevin Freiberg,
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Walter Lindemann
Deutsche Post DHL

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Cablecom GmbH

2006

2007

2008

2009

2010

2011

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Air Berlin

Priorin Irene,
Kloster Fahr

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Initiative Grundeinkommen

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Neuroökonom

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2013

2014

2015

2016

2017

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Schweizer Bankenvereinigung

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Strategyzer.com

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Institut für Marketing,
Universität St. Gallen

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Gerhard Schwarz,
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ARMADA Investment AG

Chantal Cavin,
Weltrekordhalterin und
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Ironman-Triathletin

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Roche Holding AG

Andrea Isenegger,
Médecins Sans Frontières
(MSF) Schweiz

Andrew Keen,
Silicon-Valley-Insider und
renommierter Internet-
Kritiker

Jim Hagemann Snabe,
World Economic Forum
und Centre for Global
Industries

Dr. Ulrich Spiesshofer,
ABB-Gruppe

Susanna Swann,
Médecins Sans Frontières
(MSF) Schweiz

Albert M. Baehny,
Geberit

Jean-Claude Biver,
LVMH Group Watch Division

Renata Jungo Brüngger,
Daimler AG

Franz Julen,
Valora Holding AG

Julia Kirby,
Autorin, Editorin Harvard
Business Review und
Harvard University Press

Raghunath Medge,
Mumbai Dabbawala Association

Yvonne Reichmuth,
YVY

Dr. Franziska Ullrich,
Ophtorobotics



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 Fax + 41 44 269 90 01

#smgforum18



Registration and information

Registration

Early registration is recommended. Because of space restrictions, the number of participants is limited. Registrations are accepted in the order in which they are received. Registration is binding.

Fee

Member's fee to cover cost

CHF 650.–

Company members can register any number of participants from their executive board at the member rate.

Non-members

CHF 790.–

The fee covers the refreshments served during breaks as well as the drinks reception in the evening.

Optional lunch

11:30 to 13:00, Price: CHF 90.–

The price includes a three-course menu and beverages. Because of space restrictions, the number of participants is limited.

Event venue

AURA event location (old Stock Exchange)

Bleicherweg 5, 8001 Zurich

Tel +41 44 448 11 44

www.aura-zurich.ch

How to get there by public transport

Trams nos. 6, 7, 11 and 13 travel directly from the Bahnhofstrasse stop at the main station to Paradeplatz. Walk along Bleicherweg towards Enge station. After approx. 50 m, you will find the AURA event location on the left.

How to get there by car

Please use the public parking garages in Zurich city centre.

We recommend using public transport.





Swiss Management Association

The Swiss Management Association, which stemmed from an initiative by business leaders and the Centre for Industrial Management at ETH Zurich in 1961, is committed to Switzerland's business leaders being at the forefront of global competition thanks to excellent business management. To achieve this, it provides its members – senior management and board members – with the opportunity to take part in professional and personal interdisciplinary dialogue.

The Swiss Management Association takes the lead in examining operational and strategic issues relating to management and corporate development. Practically, this takes place on site in companies and in talks on current topics. The Swiss Management Association's approach can be summed up as independent, inspiring and on equal terms. The Swiss Management Association, Swiss industry's most important association of some 1,200 decision makers, is exclusive and operates strict membership criteria. You are welcome to contact office@smg.ch if you would like to be part of this valuable association.

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