

Heads with title: Outnumbered locals

All chief executive officers (CEO) of the 100 largest Swiss groups have top training - but only 16 have an MBA.

By **Benno Marbach**
on February 29, 2012

The “SAMBAplus CEO Survey 2012”, the first joint survey of the Swiss organizations SAMBAplus and C-Talks (see box), is not surprising: 95 percent of the CEOs of the 100 top-selling companies in the country have an academic degree. Most of them in economics and social sciences (35 percent), with almost half of the latter additionally having a Master of Business Administration (MBA). The second largest group of Chief Executive Officers (CEO) in Switzerland are graduates from engineering and technical universities (22 percent).

Another indication of the high level of education is the large number of managers with a doctorate. Every tenth CEO has a doctorate. The younger squad in particular is characterized by an excellent school. A prime example is the 44-year-old Austrian Severin Schwan von Roche, who graduated in economics and law with a master's degree and later became a Dr. jur. did her doctorate.

An MBA as a guarantee for advancement?

Among the CEO with an MBA (see table) are such illustrious names as Joseph «Joe» Jimenez from Novartis, Joseph «Joe» Hogan from ABB, Michael Mack from Syngenta or Andreas Meyer from SBB. She and numerous other corporate executives obtained their MBA from a renowned business school abroad. Among the few female CEOs of Switzerland's 100 top-selling companies is a woman with an MBA: Christi L. Strauss, head of Nestlé's subsidiary Cereal Partners Worldwide (CPW), with a degree from Dartmouth College in New Hampshire, the birthplace of the MBA.

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In the top ten of the largest Swiss groups, five CEOs have a master's degree in economics, among them Ivan Glasenberg from Glencore. The “SAMBaplus CEO Survey 2012” also shows that the 100 companies with the highest sales are managed by more foreigners than Swiss with an MBA. The people examined mainly completed their training at business schools in the Anglo-Saxon language area, but the Insead near Paris and the IMD in Lausanne are also among the big talent producers.

The survey clearly shows that predominantly large, globally active groups value the Chief Executive Officer (CEO) with a Master of Business Administration (MBA). The demands on the students at the top institutions are very high. Only people with analytical skills, high resilience, excellent language skills and practical experience are accepted. Accordingly, the reputation of graduates is internationally high.

Nevertheless, no clear answer can be given to the question of the use of the MBA as a stepping stone to the CEO. Because, especially in large corporations, strategic personnel planning is influenced by many factors - including industry knowledge, personality or commitment - the profile of requirements for a manager is different. Nevertheless, in Switzerland in particular, the statistical connection between the skills required to obtain an academic degree and the skills required to become a successful “boss” cannot be dismissed.

The history of the Master of Business Administration (MBA) began in 1902 at Dartmouth College in New Hampshire. It grew out of growing displeasure with the unrealistic US education system. The MBA was intended to ensure practical economic training in order to catch up with Europe in economic and technical terms. Until the 1950s, this program was not considered to be of great importance. Due to constant adjustments and extensions in the training to become an MBA, the interest and demand for the acquisition of this title

In the past you could buy the title

Seither setzte sich der Boom, mit kleinen Dämpfern in den 1970er- und 1980er-Jahren, in Amerika fort. In den frühen 1990er-Jahren etablierte sich das Erfolgsmodell auch immer stärker im deutschen Sprachraum. Die Skepsis war zu Beginn gross, weil der ungeschützte Titel MBA von unseriösen Institutionen kurzerhand verkauft wurde. Diese Situation wurde - unterdessen dadurch entschärft, dass mehr Transparenz geschaffen wurde. Die Bedeutung eines MBA-Titels ist heute von der Ausbildungsstätte, wo der Abschluss erworben wurde, abhängig.

International hohes Ansehen geniessen die Anbieter, die sich oben in den Ranglisten von «Financial Times», «Economist» oder «BusinessWeek» befinden. In der Schweiz haben sich die Abgänger der renommiertesten Business Schools innerhalb der Swiss Association of MBAs (SAMBA) zusammengeschlossen. So gehören beispielsweise Patrick Firmenich (Insead), CEO von Firmenich International, oder Patrick Odier (Chicago Booth), Senior Partner von Lombard Odier Darier Hentsch & Cie und Präsident der Schweizerischen Bankiervereinigung, zum illustren Kreis der Ehrenmitglieder.

Benno Marbach, Gründer und Präsident, Swiss Association of MBAs (SAMBA), Horw LU.

Chefs von Schweizer Konzernen mit MBA					
Unternehmen	Hauptsitz	CEO	Nationalität	MBA	Stadt, Land
ABB	Zürich	Joseph Hogan	Amerikaner	Robert Morris University	Pittsburgh, USA
Amag	Zürich	Morten Hannebo	Däne	Henley Business School	Reading, Grossbritannien
Bell (Coop)	Basel	Lorenz Wyss	Schweizer	Zürcher Fachhochschule	Zürich, Schweiz
CPW (Nestlé)	Prilly VD	Christi L. Strauss	Amerikanerin	Tuck School of Business	Hanover, USA
Firmenich	Gené	Patrick Firmenich	Schweizer	Insead Fontainebleau	bei Paris, Frankreich
Glencore	Baar ZG	Ivan Glasenberg	Südafrikaner	University of Southern California	Los Angeles, USA
Mettler-Toledo	Greifensee ZH	Olivier Filliol	Schweizer	HSG	St. Gallen, Schweiz
Migrol (Migros)	Zürich	Daniel Hofer	Schweizer	University of Rochester	bei New York, USA
Novartis	Basel	Joseph Jimenez	Amerikaner	University of California	Berkeley, USA
Nuance Group	Glattbrugg ZH	Roberto Graziani	Italiener	Clemson University	Clemson, USA
SBB	Bern	Andreas Meyer	Schweizer	Insead Fontainebleau	bei Paris, Frankreich
Schindler	Ebikon LU	Jörgen Tinggren	Schwede	Stockholm School of Economics und New York University Business School	Stockholm, Schweden, und New York, USA
Sika	Baar ZG	Jan Jenisch	Deutscher	IMD	Lausanne, Schweiz
Syngenta	Basel	Michael Mack	Amerikaner	Harvard University	Cambridge, USA
Transocean	Steinhausen ZG	Steven L. Newman	Amerikaner	Harvard School of Business	Cambridge, USA
Wincasa	Winterthur	Beat Schwab	Schweizer	Columbia University	New York, USA

Klick für Vergrößerung

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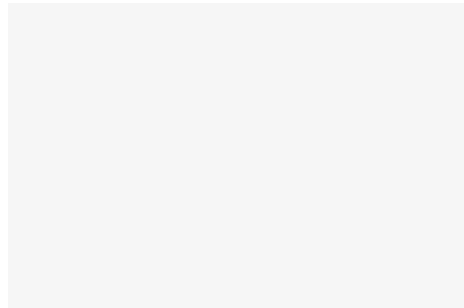
SAMBA

Die 2004 von Benno Marbach gegründete Swiss Association of MBAs (SAMBA) ist eine Vereinigung für Absolventen oder Studierende von MBA- und EMBA-Programmen. Um nun auch die Alumni anderer Weiterbildungen mit Wirtschaftsfokus anzusprechen, hat er Anfang Jahr SAMBAplus lanciert. Hier können zudem Absolventen oder Studierende

sind Ehemalige der renommiertesten Business Schools der Welt, darunter auch das IMD und die HSG.

C-Talks

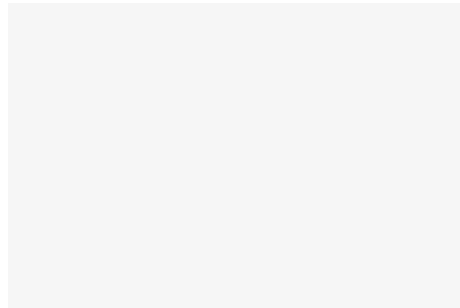
Aus den Initiativen SAMBA und SAMBAplus hat sich die Serie C-Talks entwickelt, welche jedes Jahr über 600 Chefs zu exklusiven Abendgesprächen zusammenführt. Die Serie umfasst C-Talks mit bekannten Chief Executive Officers (CEO), Chief Financial Officers (CFO), Chief Information Officers (CIO), Chief Marketing Officers (CMO), Chief Human Resources Officers (CHRO).



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