



Fintech and Asset Management 2.0

Will digitalization be disruptive or constructive to the Swiss financial industry?

A workshop organized at the University of Geneva

September 17, 2015 at 6:30 PM
Geneva

100WHF invites you to bring a colleague or your daughter, niece, or any young woman you mentor as part of *Celebrating Education - Investing in the Next Generation* initiative.

The digital revolution has disrupted many secular industries and is increasingly putting pressure on professionals in the Asset Management, Wealth Management and Banking industries to change their traditional ways of doing business. Robo-advisers, institutional investment platforms, crowdfunding and new analytics are challenging incumbents to offer both individuals and institutional investors solutions for managing their wealth at a fraction of the costs and with better access to independent research and execution.

Take part in a lively debate with colleagues who are actively involved in changing the Swiss finance industry. Learn how local firms are rising to this challenge, specifically:

- Is digitization disruptive or constructive to the Swiss financial industry,
- How incumbents are dealing with the fast pace of change,
- What are the risks of disintermediation for the financial system as a whole, and
- Where is the line between social responsibility and privacy in finance.

A Q&A session follows the discussion.

Participants

Michael Appenzeller, Fundbase

Olivier Collombin, Fintech Entrepreneur

Serge Ledermann, Banque J. Safra Sarasin

Felix Niederer, Truewealth

Ben Robinson, Temenos, Fintech Fusion

Michel Girardin PhD, Moderator, Prof., Geneva School of Economics and Management / Geneva Finance Research Institute

Event Details

Date: September 17, 2015

Time: 6 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails will follow.

Hosts: University Geneva and Temenos

Location: UniMail, Bd du Pont-d'Arve 40, Room MR 280, **Geneva**, 1205, Switzerland - [Directions](#)

RSVP: [RSVP Now](#)

You may include a non-member guest with your RSVP.

Sponsors may register their guests by replying to edugen@100womeninhedgefunds.org.

If you have any questions about this event, please contact the [Geneva Education](#) committee.

This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.

Admission to this event is free, but there is a 30 CHF charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to the 2015 beneficiary of 100WHF's Swiss philanthropic initiatives.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

Biographies

Michael Appenzeller, Co-founder & President, Fundbase

Michael F. Appenzeller has extensive experience in the finance industry. He started his career as a Strategy Consultant and became a Project Manager at Oliver Wyman (former Mercer Management Consulting) in Zurich, Switzerland. He ran strategic asset management and capital market projects throughout Europe, the United Kingdom, United States and Middle East.

In 2006 he joined Horizon21 Wealth Management in Pfäeffikon, Switzerland, as Business Manager and Member of the Management Committee, being responsible for strategic development and operations.

In 2008 he joined AgaNola, a convertible bond specialist firm, as the Chief Operating Officer and Chief Financial Officer and successfully built a fully institutional asset management platform.

He holds a Master's of Science in Economy from the University of St. Gallen, Switzerland, where his major courses of study were corporate finance, accounting and controlling.

Olivier Collombin, CEO, Fintech Entrepreneur

After graduating from the Geneva Business High-school, Olivier Collombin worked five years at Credit Suisse in the Credit and Institutional sector. He then joined the private bankers Hentsch & Cie in 1987 to set up a new business line dedicated to External Portfolio Managers. Capital Partner of Bank Lombard Odier & Cie S.A. from 2012 to 2015, Olivier Collombin is also the founder of the E-Merging B2B social network, vice-president of Cité Gestion S.A., and organizer of the first financial online 3D fair, Virtual FinFair. He is also a member of the Advisory Board of the CIFA (Convention of Independent Financial Advisors) In July 2015, Olivier started a new career as a serial Fintech Entrepreneur by setting-up his own hub of start-ups (Clean Money Certification, telework, movie financing, white label social networks). In addition, E-Merging will be spinning-off of Lombard Odier and will become fully independent as of October 1st, 2015.

Serge Ledermann, Head Asset Management Switzerland, Banque J. Safra Sarasin

Mr. Ledermann, a Swiss citizen, has more than 30 years of experience in asset management and of the Swiss institutional business. He joins Bank J. Safra Sarasin from Retraites Populaires where he was Deputy CEO and Member of the Management Committee in charge of investments. During a long career with Lombard, Odier Darier Hentsch, he was a Partner, in charge of Asset Management. Mr. Ledermann played a key role as Founding Partner of the asset management business of UBP. He started his career as an equity analyst and portfolio manager with Compagnie de Banque et Investissements, and with Union Bank of Switzerland. Mr. Ledermann is a graduate of Economics from the University of Lausanne (HEC) and from the International School for Banking Studies in Geneva, He chaired the Swiss Financial Analysts Association (SFAA, www.sfaa.ch) from 1997 to 2001 and is currently a member of the Advisory Board of the AVS within the asset allocation committee.

Felix Niederer, CEO, Truwealth

Upon graduating in physics at ETH and spending several years in industry, Felix gained experience in portfolio management and risk modeling at a leading Swiss re-insurance company as well as in asset and fund management at a leading asset manager.

Ben Robinson, Temenos, Fintech Fusion

Ben Robinson is Chief Strategy and Marketing Officer at Temenos, with global responsibility for Strategy, Communications, Marketing and Innovation.

Prior to Temenos, Ben worked as an equity analyst at Exane BNP Paribas, covering the European software and IT services sector, and as an auditor at Deloitte.

Ben is very active in the fintech scene. He regularly speaks at fintech conferences and blogs on topic and is a mentor at Fusion, Switzerland's first fintech accelerator. In addition, Ben runs the "Swiss Technology Group", a networking group aimed at promoting the technology industry in Switzerland.

Ben is prize-winning UK chartered accountant and holds a first-class degree in Economics from the University of Leeds.

Michel Girardin PhD, Prof., Geneva School of Economics and Management / Geneva Finance Research Institute
Michel Girardin is a Professor of Macro-Finance at the University of Geneva. He has more than 20 years experience as Chief Economist and Chief Investment Officer in the Swiss private banking sector.

Michel holds a PhD and a B.A in Economics from the University of Lausanne as well as a Master of Science in Economics from the London School of Economics.

A regular columnist in the Swiss media, he recently published "La Bourse et la vie", a book which portrays - in both pictures and prose - investment icons such as George Soros, Alan Greenspan and Warren Buffett. Michel is included in the list of the 300 most influential personalities of the Swiss economic scene by Bilan magazine.



About University Geneva

Founded in 1559 by Jean Calvin, the University of Geneva (UNIGE) is dedicated to thinking, teaching, dialogue and research. With 16'000 students of more than 140 different nationalities, it is Switzerland's second largest university.

UNIGE offers more than 280 types of degrees and more than 250 Continuing Education programmes covering an extremely wide variety of fields: exact sciences, medicine and humanities. Its domains of excellence in research include life sciences (molecular biology, bio-informatics), physics of elementary particles, and astrophysics. UNIGE is also host and co-host to six National Centres of Competence in Research: Frontiers in Genetics, Materials with Novel Electronic Properties (MaNEP), Chemical Biology, Affective Sciences, Synaptic Bases of Mental Diseases and LIVES-Overcoming vulnerabilities in a life course perspective.

Among the University research institutes the Geneva Finance Research Institute (GFRI) encourages synergies between the Geneva School of Economics and Management (GSEM), the Faculties of Law, Psychology and Science of Education. GFRI collaborates in particular with the Center for Banking and Financial Law and the National Center for Research in Affective Sciences, both located at the University of Geneva. GFRI also engages in knowledge transfer activities such as conferences, seminars and public debates on finance topics related to Portfolio Management and Corporate Governance.



About Temenos

Temenos Group AG (SIX: TEMN), headquartered in Geneva, is a market leading software provider, partnering with banks and other financial institutions to transform their businesses and stay ahead of a changing marketplace. Over 2,000 firms across the globe, including 38 of the top 50 banks, rely on Temenos to process the daily transactions of more than 500 million banking customers as well as over USD 5 trillion in assets. Temenos customers are proven to be more profitable than their peers: in the period 2008-2012, they enjoyed on average a 32% higher return on assets, a 42% higher return on equity and an 8.1 percentage point lower cost/income ratio than banks running legacy applications.



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About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 13,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted close to 500 industry education events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$36 million for philanthropic causes in the areas of women's health, education and mentoring.