



2019 Q3 Newsletter, IMA Swiss Chapter

Know your Chapter

Our current composition of the Board includes:

Hessel Brouwer	President
Indra Moeljadi	Director Finance and Treasury
Natalia Dell	Director Administration
Purnima Mishra	Director Strategic Development and Communications
Thijs Wijnands	Director Cooperation and Communications
Serge Rozat	Director Suisse Romande area
Patrick Ory	Board member since April 2019
Marco Otti	Board member since May 2019

Board updates

The chapter board consists of committed volunteers from different Swiss regions who are giving their free time to serve you and bring our chapter forward. Just a few examples of what we have been working on recently:

- **Partnership:** Collaboration and joint events with EMEA Recruitment, COFCO, International Association of Controllers (ICV), FIFA, ACCA, Johnson & Johnson, Controller Akademie.
- **Network:** Representation on the Global Round Table Committee and a new initiative to connect with European chapters to leverage our region more, organizing chapter events and connect new members.
- **Recognition:** Request for MEF fund from IMA, earned free ethics CPE's!
- **Communication:** Focus on our website and LinkedIn group, new IMA Switzerland e-mail addresses for smoother external communication.
- **Engagement:** Contribution to CSCA exam questions, review of Strategic Finance articles, edition of IMA Case Journal, involvement of active members in chapter's life.
- **Commitment:** Ensure continuity in Board leadership. Commitment to find replacements for temporary absence or withdrawal. The collective recognition and commitment from your current board members demonstrates their high sense of accountability and responsibility to our membership community.

IMA Global events through the eyes of our chapter members

June - San Diego (US) – IMA's Annual Conference and 100-year celebration

Traditional annual event with a very special agenda proved to be a memorable and eventful conference featuring workshops, presentations, panel discussions, and many networking opportunities. Indeed, it provides a unique platform to meet IMA members from all over the world. Speakers included **Mike Walsh**, Futurist and CEO of Tomorrow, who explored the potential of Artificial Intelligence, **Weston A. Jones**, Partner at EY, who gave an overview of the emerging technologies and their impact. **Joseph Wolk**, Johnson & Johnson, shared his CFO experience and **Russ Golden**, FASB's Chairman, described the quest for simpler accounting standards. Our president and CEO, **Jeff Thomson**, highlighted the continued growth of IMA Global footprint from Dubai to Shanghai. Last but not least, an Annual Awards Luncheon – special highlight to celebrate the achievements of IMA members as well as chapters and councils.

June - Nanjing and Beijing (CN) - Visit to CMA Elite Club in China

Our board member, **Marco Otti**, was invited to speak at an event hosted by the CMA Nanjing Elite Club. As the first international guest speaker, he talked about the development of management accounting in Europe and shared the vision and best practices of IMA Chapter in Switzerland. The event hosted other speakers including **Yao Yao** who talked about the implementation of Power BI at Bosch China. Further, **Ben Lu** from China National Medicine presented applied methods of value chain analysis and activity-based costing in the pharmaceutical industry. While there, Marco also visited IMA offices in Beijing and learned more about the bi-monthly Chinese edition of Strategic Finance Magazine.

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Recent chapter events

June 12th – Zug - Future of Finance

Full day CPE event held at Johnson & Johnson and sponsored by Qlik, where **Simon Kirby** provided insights on the third wave of Data Analytics, **Matthias Weissl**, Co-Founder and CEO Verum Capital AG, shared the latest trends in Fintech on the example of blockchain technology application for asset tokenization. Our board member, **Indra Moeljadi**, showed how storytelling in finance is about much more than just numbers and why this skill becomes more relevant. Keynote speaker **Bianca-Janina Kux**, Gallup certified strengths coach and trainer, provided useful leadership strategies and presented how strength-based leadership starts by being very clear on what your talents are. The event continued with a panel discussion on how the future of finance might look like and celebration of 10-year anniversary of our chapter! Participants earned 2 CPE credits.

September 19th – Geneva – The hard truth about Soft skills

First ever «Lunch & Learn» session hosted at COFCO International and attracted over 30 participants. It started with a brief presentation on «Future-proof your career» given by **Bernardin Generalao**, Partner Relations Manager DACH IMA, wherein he invited our board member **Purnima Mishra** to share her professional journey and the benefits of IMA certification. She emphasized on the need for our community to be better at storytelling in presenting our financial reports, making them appealing to the users, reminding us to go beyond the headlines and develop our capacities in the current world of digitization. This was followed by a special guest from World Health Organization (WHO) **Dr. Gaya Gamhewage** who sensitized the finance & accounting community on importance of soft skills in our profession lives. The session was highly interactive and brought great positive energy amongst the participants. Participants earned 1.5 CPE credits.

Save the date

October 21st - Zug - Management Accounting Conference

Join us for autumn accounting conference with our key speaker **Christian Cuzick**, former Treasurer and President of IMA Swiss chapter, who is currently a Vice President of Finance at Johnson & Johnson (USA) and Chair-Elect of IMA's Global Board of Directors and IMA's Nominating Committee.

October 22nd - Rotkreuz – Student Leadership Conference

IMA Student Leadership Conference will take place for the first time in Switzerland and to be hosted at Hochschule Luzern (HSLU) with opportunity to meet Professor **Dr. Paul E. Juras**, Chair-Elect of IMA's Global Board of Director, Vander Wolk Professor of Managerial Accounting and Operational Performance at Babson College and other practitioners and educators in financial management area from HSLU and ICMA.

November 1st - Lausanne – M&A Course and Simulation Game

Participate in this practical high-profile session led by **Leif Sjöblom**, Professor of Financial Management at IMD Business School, IMA member and editor of IMA Educational Case Journal.

June 17th (2020) - Zurich area – All day Swiss Chapter event

Annual members' meeting and all day event with agenda to be announced at a later stage.

Explore Leadership Opportunities at IMA Swiss Chapter

We are always looking for people who want to practice leadership skills and contribute to IMA. It can be tailored to your skills and your interests with as much time as you can dedicate to it.

The list below is not exhaustive and can be extended to any ideas you may have:

- Drive membership – welcome new members, collect member feedback
- Organize events or webinars
- Publish news and stories on our website and social media channels
- Set up a CMA coaching program

Contact Hessel @ hessel.brouwer@imaswitzerland.ch to become active.

The Board also welcome student members to reach out the board for learning support and tutoring. This will help us anticipate the demand and accordingly provide tutoring/ coaching support.

Support IMA Europe Campus influencers program

Newly introduced program within IMA Europe - Campus Influencers program with its goal to increase student awareness of IMA at universities across Europe by providing students with information about IMA membership, management accounting career paths and the CMA designation.

Here is how you can participate:

- Contact and engage with colleges and universities in their area or simply get in touch with their former school
- Set up and deliver informational sessions for students
- Contact IMA Swiss or IMA Europe representatives to arrange training sessions that cover all these topics as well as best practices for maintaining ongoing relationships with colleges and universities.

Contact Grete Buivydaite @ grete.buivydaite@imanet.org to get involved.

CPE Credits

Unfortunately, there was a delay with registering CPE credits from this year's events. All credits have been awarded this week. If you are still missing any, let us know. Apologies for the delay.

Thank you for taking the time to read our news and we hope you enjoyed it.

Sincerely yours,
IMA Swiss Chapter