



«The Role of Alumni in the Development of their University»  
Program for the 29.09.2023 at SQUARE University of St. Gallen (HSG)

- 12.30pm      **Welcome coffee & registration**
- 1pm            **Visions of successful alumni organizations for the development of their universities**  
Prof. Dr. Thomas Bieger, Universität St.Gallen  
Mathieu Jaus, HSG Alumni  
Daniel Sánchez, Esade Alumni  
Silvia Candiani, Bocconi Alumni (req.)  
Adrien Couret, President of HEC Alumni (req.)
- 2.45pm        **Coffee break**
- 3.15pm        **How universities successfully involve their alumni organizations**  
Prof. Dr. Claudia Brühwiler, Universität St.Gallen  
Prof. Dr. Bernhard Ehrenzeller, Universität St.Gallen  
François Ortalo-Magné, London Business School  
Edeltraud Hanappi-Egger, WU Wien  
Robert E. (Bob) Kennedy, Nanyang Business School (2017 - 2020)  
Markus Rudolf, WHU
- 5pm            **Coffee break**
- 5.30pm        **Synthesis for the role of HSG Alumni going forward**  
Corinna Egerer, HSG Alumni  
Mathieu Jaus, HSG Alumni  
Prof. Dr. Bernhard Ehrenzeller, Universität St.Gallen  
Dr. Urs Landolf
- 6.15pm        **End**