

ADRIENNE CORBOUD FUMAGALLI



Non-Executive Director roles that follow a career in high-tech industries; driven by an entrepreneurial spirit:

- Alternating from public to private sectors;
- Reaching market leadership with achievements in business development;
- From telecom operator IPO to telecom market regulation aiming to enhance competition while promoting responsible use of big data.

Focus on ICT sector

Telecom, DigitalTV, Mobile and Social Media: high-tech Industry and Technology in Digital Cybersecurity, Integrated Circuits and Embedded SW, Big Data Analytics.

Expertise in Digital Transformation powered by Artificial Intelligence.

Broad business experience in growth and digital transformation

Business Development, New Business Development and M&A, with a special interest and strength in Asset Deals such as acquiring competitors expanding market shares to become Nr 1 and fabless semiconductor companies to assert technological leadership and acquire skills.

World first launches of innovative technological products (Live-streaming in 2000, MobileTV 2005, IC security products), World's first platform to track and understand in real-time the public opinion from the web in 11 languages, as official partner of COP21 (climate change conference, Paris 2015), powered by disruptive social media analytics solutions based on Artificial Intelligence, Machine Learning, Deep Learning and Graph Analysis.

Innovation in the public sector: facilitate University spin-off growth and financing (1 bioCHF), B2B corporate technology innovation.

Current Board of Directors' Mandates

Independent Telecom Regulatory Body President, non-executive Board Director and audit committee member (life insurance), independent director chairing compensation committee (Engineering company) and Advisory Board (high-tech research).

PERSONAL INFORMATIONS

Born in Fribourg (Switzerland), December 10th, 1958

Married with Eugenio Fumagalli, art conservator, 2 adult children Swiss and Italian citizenships

Languages: French (mother tongue), English (fluent), Italian (fluent), German (fluent)

EDUCATION

Doctor of Economics and Social Sciences (1991) University of Fribourg, Switzerland,

Thesis topic: Swiss media transformation (press and electronic media, 1960-1980s)

Swiss Diploma in Geography (1983) & training at the Institute of Journalism, Fribourg, Switzerland

Continuing education: INSEAD: Finance for executives, 2003; Competitive strategy, 2005

BOARDS AND COMMITTEES

President The Swiss Federal Communications Commission (ComCom), member since 2012

Significant highlights: 4G and 5G frequencies' allocation auctions.

2021 plans <https://www.comcom.admin.ch/comcom/en/Homepage/the-commission/the-president.html>

Non-Executive SwissLife (SLHN.VX), member of the Audit Committee, since 2014

Director The Swiss Life Group is a leading provider of life and pensions and financial solutions in Europe (CHF 1.2 bn net profit, 9300 employees).

Elected in 2014 as board member with special background in IT, new technologies, security and a sensitivity for French-speaking markets.

Italian Institute of Technology, <https://www.iit.it/> Genova – Roma, Italy, 2013-October 2016; member of the Scientific Technical Committee, since December 2016

Advisory role (focusing on technology transfer) with regard to the technical and scientific evaluation of research activities of the Foundation (Robotics, Nanomaterials, LifeTech, Computational Sciences).

CSD Engineers, <https://www.csd.ch/en/about-us> ; only independent director of a company owned by its partners, chairing the nomination and compensation committee, since October 2020

For 50 years, as an environmental pioneer, CSD has been offering global solutions for nature and the environment, gravel pits and quarries, roads and railways, buildings and areas, as well as water and energy. CSD has 30 offices in Switzerland, Belgium, Germany, Italy and Lithuania.

To minimise governance issues, CSD President has chosen to have a non-executive member to ensure that the long-term vision is achieved.

Past

- 2017 - 2021 Deeption SA, Ecublens, Switzerland, chair
Launched Deeption SA to help business leaders understanding in real time human engagement, emotions and change in opinions by offering very comprehensive and accurate text analytics using the latest artificial intelligence techniques (NLP), applied successfully to live algorithmic trading strategies since 2018 (sharpe ratio 1.8), unfortunately discontinued due to interrupted new round of funding (COVID19).
- 2017 - 2018 Nouvelle Agence Économique et Financière SA (Agefi), Vice-Chair
- 2008 - 2015 Plumettaz SA; Independent non-executive board director for the transition between a family owned and a private equity funded business; played an active role in helping to set up a product portfolio strategy and supporting the chairman during the substitution of the CEO.
- 2011 President of the Jury of the French government program « Investissements d’avenir », Accelerating Technology Transfer Companies (SATT)
- 2010 Jury Member of the Rolex Awards for Enterprise
- 2008 - 2010 Member of the Selection Committee Technology Pioneers (WEF)
- 2009 - 2017 *As representative of EPFL:* Centre Suisse d’Electronique et de Microtechnique SA (CSEM), member of the board committee supporting the new CEO in a transition phase.
- 2012 – 2016 Swiss Innovation Park Foundation “Switzerland Innovation”, 2015-2016, co- founder of the initial association in 2012.
- 2008 – 2017 Chairwoman, Fondation pour l’innovation technologique (FIT).
- 2008 – 2017 Chairwoman, Fondation EPFL Innovation Park, Ecublens.
- 2000 - 2008 *As representative of Kudelski SA:* Nagra France Holding, Chair, Abilis Systems Sàrl, Managing Director, NagraID SA, Board member, Corporate Secretary, SmarDTV SA, member of the board of Liwevire Inc., Lysis SA, Lysis UK Ltd., e-prica SA, Access Arena AG
- 1997 - 1999 *As representative of Swisscom SA:* MAC UK Ltd. UK, Chair, PayTV SA, member of the board

PROFESSIONAL EXPERIENCE

May 2017 – February 2020

Deception SA, Co-Founder, CEO

Ecublens, Switzerland, <http://deception.com/>

- Deception is the Spin-off of the EPFL Social Media Lab, former transdisciplinary research center at EPFL.

January – May 2017

Ecole polytechnique fédérale de Lausanne, EPFL, Switzerland

Managing Director, EPFL Social Media Lab, <http://socialmedialab.epfl.ch/>

- Initiated by Adrienne Corboud in 2013, the EPFL Social Media Lab has been a research center combining and mobilizing various expertise and skills in order to address the increasingly complex issues and challenges associated with the Big Data and Social Media.
- The Social Media Lab fostered research projects and technology transfer between EPFL laboratories and companies and public institutions. The expertise and the results of the lab have been spun-off into Deception.
- The EPFL Social Media Lab has developed “Horizon”, the world’s first platform to track and understand the public opinion from the web. The platform, powered by disruptive social media analytics solutions based on Artificial Intelligence, Machine Learning, Deep Learning and Graph Analysis, was critically acclaimed for the coverage of the COP21 conference event.

2008 – 2016

Ecole polytechnique fédérale de Lausanne, EPFL, Switzerland (www.epfl.ch) Vice President, Innovation and Technology Transfer; <http://vpiv.epfl.ch>

- Developed the EPFL innovation Park from 7’000 m2 to 50’000, creating 1’500 additional high skill positions, launching 150 startups - later raising > 1 Billion MCHF venture capital (90% of the total raised by EPFL startup since 1999), and getting in 26 large Swiss and International companies bringing additional 2 digit MCHF over the last 5 years in research collaboration for the labs of EPFL.
- Initiated or developed projects (Solar Impulse, Alinghi, Hydroptère, Rivages and Montreux Jazz Digital Archives: bringing innovative research results to make 5’000 hours of video archives available with development about indexation, storage, of a content recognized by UNESCO for its contribution to music history. All this projects that considerably raised the visibility of EPFL at the international level.
- Promoted transversal innovation to address societal challenges through the creation of 5 transdisciplinary centers resulting in cooperation contracts and affiliate membership.
- Doubling the number of the innovation and technology transfer team and securing almost half of the budget from non-public funding, signing yearly more than 100 contracts generating revenues with industrial partners between 25 and 30 MCHF.
- Increasing by 320% the revenues from IP licenses.

2000-2008

Kudelski Group, Cheseaux, Switzerland (KUD.S); www.nagra.com

2004-2008 Executive Vice President in charge of Business Development

- Led market consolidation via M&A transactions (e.g. asset deal Canal + Technologies, 240M€, 2 fables semiconductor companies assets).
- Acquired strategic clients (Premiere, Germany) or partners (Buena Vista, USA; JV with CITIC, Beijing, China, 2004).
- Initiated and managed the MobileTV (2005) activities with a world first launch based on DVB-H technology for 3 Italy for the Fifa Worldcup 2006.

2000-2003 Corporate Secretary, member of the executive board of the Group,

- Head of Corporate Development & Communication; Corporate governance of the subsidiaries.

1996-2000

Swisscom, Bern, Switzerland (SCMN); www.swisscom.ch

1999-2000 Broadcasting Services: Business Steering Director

- Product management (P&L), including new positioning of broadcasting services
- World-first live streaming of a sport event (Athletissima, 2000)

1997-1999 Data and Multimedia, Business Development and Planning manager

- Participations' management, Exit of the cable activities.

1996-1997 Radiocom Directorate (PTT Telecom), New business development manager

- International strategy, online initiative, Swisscom IPO preparation

1987-1995

Researcher: *"New technologies and production of audiovisual news: sources in a context of globalisation"*.

Swiss National Science Foundation, McGill University Montreal (Canada), Università di Bologna (Italy), Loughborough University of Technology, U.K., CNRS Paris (France)

1984-1987

Fribourg University, Switzerland, Institute of Journalism and social communications:

Graduate assistant & Coordinator of the French speaking working group for the study of the trial phase of first Private Broadcasters OER (Ordonnance fédérale sur les essais locaux de radiodiffusion)

Adrienne Corboud Fumagalli, Fin Derrey 2, 1752 Villars-sur-Glâne, Switzerland
Mobile : + 41 79 417 30 92 – Private : adrienne.corboud@gmail.com
