



Press release

## Martha Scheiber and Sunnie J. Groeneveld join the Sympany Foundation Board

**Martha Scheiber and Sunnie J. Groeneveld were elected to the Sympany Foundation Board as of 1 January 2020. Sympany welcomes the two new members and is delighted to have them both on the Foundation Board.**

*Basel, 15 January 2020* – Sympany is thrilled to now have an experienced specialist in the field of financial and insurance services in Martha Scheiber, and a proven digital transformation expert in Sunnie J. Groeneveld, on its team.

Three Sympany Foundation Board members will be stepping down this year due to the limitation on the term of office. Two of these vacant positions have already been filled, as Martha Scheiber and Sunnie J. Groeneveld began their respective terms of office as Sympany Foundation Board members on 1 January 2020. The Sympany Foundation Board will operate with nine members on a temporary basis in order to enable a smooth transition and ensure that the new members have enough time to become familiar with all Board documents and the latest topics.

**Martha Scheiber**, 54, is from the financial services industry and has extensive knowledge of the insurance, banking and real estate sectors and, in particular, the regulatory requirements that apply to these sectors. Scheiber studied physics and economics and completed her dissertation on financial markets theory. After working for twelve years at various banks, including the asset management and customer consulting divisions at UBS and Credit Suisse, Ms Scheiber served the last nine years as Head of Asset Management at Pax, where she was also a member of the Executive Board. Martha Scheiber is currently a member of the Board of Directors of Luzerner Kantonalbank, as well as other supervisory bodies. Her presence on the Sympany Foundation Board will strengthen the Board's expertise with regard to regulatory requirements, asset and risk management and other financial management issues.

**Sunnie J. Groeneveld**, 31, is a young entrepreneur, author and academic programme director who will bring all her associated expertise to the Sympany Foundation Board, not to mention an extensive digital network. Ms Groeneveld studied economics at Yale University, going on to found the Inspire 925 consulting firm, which supports organisations undergoing transformation processes by focusing on digital solutions in particular. Groeneveld is also the Associate Dean of Studies of the Executive MBA Digital Leadership programme at the HWZ University of Applied Sciences in Zurich. Previously, she served as the first Managing Director of digitalswitzerland, Switzerland's largest national initiative in the field of digital transformation. Ms Groeneveld will strengthen the Sympany Foundation Board's expertise with regard to issues relating to digital transformation in particular.

Siegfried Walser, Chairman of the Sympany Foundation Board, has the following to say: "I'm delighted to have gained two very dedicated individuals as new members of the Foundation Board with Martha Scheiber and Sunnie J. Groeneveld. Their professional experience, as well as their specific in-depth knowledge, will be of great benefit to Sympany in future."

Says Michael Willer, CEO of Sympany: "Martha Scheiber and Sunnie J. Groeneveld both have a proven track record of success. I'm therefore certain they will make an important contribution to the further strategic development of Sympany, and I look forward to working with both of them."