

**Peter Rudin**

Member of the Board of Directors



In his various business capacities, Peter C. Rudin has built up a large base of experience in innovation management, high-level customer relationship management, executive leadership, and corporate governance. Over the last twenty years, he has specialized in the start-up and management of innovative IT ventures. Most notably, he founded Switzerland's largest Internet Service Provider (Bluewin) and led it to market leadership before arranging a sale to Swisscom. He spent the first ten years of his career as a marketing executive at IBM in New York and Zurich. In addition to his entrepreneurial portfolio, he has served as a non-executive director on the boards of several mid-sized companies, including Tobler Haustechnik AG, Switzerland's largest distributor of heating equipment. He holds Master's degree in Engineering from the Swiss Federal Institute of Technology Zurich and a Professional Degree in Industrial Psychology from the Columbia University.

«My engagement in Forma Futura is motivated by the desire to relate emotional and value issues to the practice of responsible investment.»