

## Governance

# Management

The management is responsible for the operational leadership of the Federation of Migros Cooperatives. It consists of the CEO, the members of the Executive Board and the heads of the management divisions.

The Chief Executive Officer (CEO) is appointed by the Board of Directors and confirmed as a member of the Board of Directors by the Assembly of Delegates. The CEO has the right to give directions and has overall responsibility for the operational management of the FMC. The remaining members are **responsible for the six departments**: HR, Communication, Culture, Leisure; Marketing; Logistics & IT; Industry & Wholesaling; Finance; Commerce.

## Composition of management

The seven-member Executive Board oversees the operational management of the Federation of Migros Cooperatives and is responsible for directing the management divisions.

### Executive Board

(as at: 31.12.2019)



### Fabrice Zumbrunnen

(1969 CH)

Chief Executive Officer FMC

Member since 2012

Lic. oec. Neuchâtel University, postgraduate course in statistics, Neuchâtel University

## Major mandates

Denner AG (Board of Directors); Digitec Galaxus AG (Board of Directors); Hotelplan Holding AG (Chairman Board of Directors); Magazine zum Globus AG (Board of Directors); Medbase AG (Chairman Board of Directors); Migros Bank AG (Chairman Board of Directors); Migros Beteiligungen AG (Chairman Board of Directors); Migros Digital Solutions AG (Chairman Board of Directors); Migros Vita AG (Chairman Board of Directors); Adele Duttweiler Prize Foundation (Board of Trustees); "Im Grüene" Foundation, Rüschlikon (Vice Chairman Board of Trustees)

## Professional experience/career path

- 1993 – 1994 Store Manager Coop
- 1994 – 1996 Sales Manager Obtech Medical AG
- 1996 – 2000 Various sales roles at Migros Neuchâtel-Fribourg
- 2001 – 2005 Head of Marketing & Logistics, Deputy Director Migros Neuchâtel-Fribourg
- 2005 – 2012 Managing Director Migros Neuchâtel-Fribourg
- 2012 – 2017 Member of the FMC Executive Board, Head of Human Resources, Cultural & Social Affairs, Leisure Department
- 2018 – present Chief Executive Officer FMC



## Jörg Zulauf

(1958 CH)  
Deputy CEO FMC  
Head of Finance Department (V)  
Member since 2000  
RA lic. iur. University of Zurich, MBA

## Major mandates

Ex Libris AG (Vice Chairman Board of Directors); Hotelplan Holding AG (Vice Chairman Board of Directors); Interio AG (Vice Chairman Board of Directors); Liegenschaften-Betrieb AG (Vice Chairman Board of Directors); Magazine zum Globus AG (Vice Chairman Board of Directors); Migros Bank AG (Vice Chairman Board of Directors); Migros Beteiligungen AG (Vice Chairman Board of Directors); Migros Digital Solutions AG (Board of Directors); Migros Pension Fund (Chairman Board of Trustees)

## Professional experience/career path

- 1989 – 1990 Corporate Finance Roche Basel
- 1990 – 1993 Head of Finance & Administration Roche Korea
- 1993 – 1995 Head of Finance & Law Roche Germany
- 1996 – 2000 Head of Vitamin World Service Roche
- 2000 – present Deputy CEO FMC and Head of Finance Department



## Rainer Baumann

(1979 CH)

Head of Logistics & IT Department (III) since  
01.09.2019

Member since 01.09.2019

Doctor of Sciences ETH Zurich

## Major mandates

Migrol AG, Migros Digital Solutions AG (Board of Directors)

## Professional experience/career path

- Until 2007 Owner of IT start-up hyperCANT
- 2007 – 2009 Leader of Global Data Networks on the United Security Providers management team
- 2009 – 2013 Various roles at McKinsey & Company, Zurich, most recently as Junior Partner of the Business Technology Office (BTO)
- 2013 – 2019 Various roles at Swiss Re, most recently as Managing Director, Head of Group Digital & Information Service
- Since 01.09.2019 Member of the FMC Executive Board, Head of Logistics & IT Department



## **Sarah Kreienbühl**

(1970 CH + F)

Head of HR, Communication, Culture, Leisure Department (I) since 2018

Member since 2018

Lic. phil. I, Psychologist

### **Major mandates**

Migros Digital Solutions AG (Board of Directors); Migros Pension Fund (Board of Trustees); Fondation Pré Vert du Signal de Bougy (Board of Trustees); Ferrovial Monte Generoso (Chairwoman Board of Trustees); "Gurten-Park im Grünen" Foundation (Chairwoman Board of Trustees); "Im Grünen" Foundation Münchenstein (Chairwoman Board of Trustees); "Im Grüene" Foundation Rüschtikon (Chairwoman Board of Trustees); external mandate: Swiss Management Association (Executive Board)

### **Professional experience/career path**

- 1992 – 1997 Psychologist for the selection of pilots at Swissair Schweizerische Luftverkehr AG
- 1998 – 2001 Consultant at Amrop International, Zurich
- 2001 – 2004 Head of Global Human Resources Management and member of the Executive Board at Tecan Group Ltd., Männedorf
- 2004 – 2017 Group Vice President Corporate HRM & Communications and member of the Executive Board at Sonova AG
- 2018 – present Member of the FMC Executive Board, Head of HR, Communication, Culture, Leisure Department



## **Armando Santacesaria**

(1971 CH + I)

Head of Industry & Wholesaling Department (IV) since 01.06.2019

Member since 01.06.2019

Master's from the Community of European Management Schools (CEMS) and doctorate in Business Administration from Bocconi University, Milan

## **Major mandates**

Aproz Sources Minerales SA (Chairman Board of Directors); Bischofszell Nahrungsmittel AG (Chairman Board of Directors); Chocolat Frey AG (Chairman Board of Directors); Delica AG (Chairman Board of Directors); Estavayer Lait SA (Chairman Board of Directors); Jowa AG (Chairman Board of Directors); Mibelle AG (Chairman Board of Directors); Micarna AG (Chairman Board of Directors); Midor AG (Chairman Board of Directors); Mifa AG Frenkendorf (Chairman Board of Directors); Mifroma SA (Chairman Board of Directors); migrolino (Board of Directors); Migros Digital Solutions AG (Board of Directors); M-Industrie AG (Chairman Board of Directors); Saviva AG (Chairman Board of Directors); SweetWorks Inc. (Board of Directors)

## **Professional experience/career path**

- Until 2003 Various roles at British American Tobacco Switzerland SA
- 2003 – 2006 Various roles at Gillette Europe, most recently as Business Manager Body Care
- 2006 – 2012 Various roles at Procter & Gamble Europe, most recently as Marketing Director Pringles
- 2012 – 2019 Various roles at Kellogg Europe, most recently as Vice President & General Manager Nordeuropa
- Since 01.06.2019 Member of the FMC Executive Board, Head of Industry & Wholesaling Department



## **Matthias Wunderlin**

(1973 CH)

Head of Marketing Department (II) since  
01.01.2019

Member since 01.01.2019

Lic. oec. University of Zurich

### **Major mandates**

Aproz Sources Minérales SA (Board of Directors); Bischofszell Nahrungsmittel AG (Board of Directors); Chocolat Frey AG (Board of Directors); Delica AG (Board of Directors); Estavayer Lait SA (Board of Directors); Jowa AG (Board of Directors); LeShop SA (Vice Chairman Board of Directors); Mibelle AG (Board of Directors); Micarna AG (Board of Directors); Midor AG (Board of Directors); Mifa AG Frenkendorf (Board of Directors); Mifroma SA (Board of Directors); Migros Digital Solutions AG (Board of Directors); Migros-Verteilbetrieb Neuendorf AG (Vice Chairman Board of Directors); Migros Verteilzentrum Suhr AG (Vice Chairman Board of Directors); Riseria Taverne SA (Board of Directors); Saviva AG (Board of Directors)

### **Professional experience/career path**

- 2000 – 2007 Management consultant at McKinsey & Company
- 2007 – 2013 Division manager at Micasa and Do It + Garden
- 2013 – 2016 Chief Sales Officer and member of the Executive Board at Charles Vögele, Pfäffikon SZ
- 2016 – July 2018 Head of International Distribution & Channel Management and member of the Executive Board at Scott Sports, Givisiez
- October 2018 – 31.12.2018 Head of Retail Digital Division FMC
- Since 01.01.2019 Member of the FMC Executive Board, Head of Marketing Department



## **Beat Zahnd**

(1958 CH)

Head of Commerce Department (VI)

Member since 2016

Secondary school teacher (Phil I) University of Berne

### **Major mandates**

Denner AG (Chairman Board of Directors); Ex Libris AG (Chairman Board of Directors); LeShop SA (Chairman Board of Directors); Magazine zum Globus AG (Chairman Board of Directors); Migrol AG (Chairman Board of Directors); migrolino (Chairman Board of Directors); Migros Digital Solutions AG (Board of Directors); Migros Verteilzentrum Suhr AG (Board of Directors); m-way AG (Board of Directors); Depot CH AG (Chairman Board of Directors); Digitec Galaxus AG (Chairman Board of Directors); "Gurten-Park im Grünen" Foundation (Board of Trustees)

### **Professional experience/career path**

- 1988 – 1991 Secondary school teacher (Phil I) Meikirch
- 1991 – 1997 Various roles at Migros Berne
- 1997 – 2001 Head of Sales Region Migros Aare
- 2001 – 2004 Head of Supermarkets North Migros Aare
- 2005 – 2016 Managing Director Migros Aare
- 2016 – present Member of the FMC Executive Board, Head of Commerce Department

## **FMC Management Divisions**

The Federation of Migros Cooperatives is organised into six departments. A total of **29 management divisions** are assigned to these and to the Chief Executive Officer. Each one is managed by a member of the Executive Board.

**Executive Board****Related management divisions and their heads**

(as at: 31.12.2019)

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Chief Executive Officer  
Fabrice Zumbrunnen  
Number of employees: 90

Annina Arpagaus, General Secretariat  
Andrea Moser, Legal & Compliance  
Markus Neukom, Economic Policy

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Department I  
HR, Communication, Culture, Leisure  
Sarah Kreienbühl  
Number of employees: 436

Roland Binz, Communications & Media  
Hedy Graber, Cultural and Social Affairs  
Reto Parolini, Human Resources Management  
Andrea Ming, Club Schools Coordination & Leisure  
Christine Wiederkehr-Luther, Sustainability Division Migros Group

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Department II  
Marketing  
Matthias Wunderlin  
Number of employees: 1'1171

Markus Gisiger, Special Markets  
Roman A. Müller, Marketing Communication  
Thomas Paroubek, Sustainability & Quality Management  
Thomas Schmid, Fresh Produce  
Alex Sieber, Near-/Non-Food  
Patrick Supan, Marketing Services MGB  
Lorence Weiss, Food

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Department III  
Logistics & IT  
Rainer Baumann  
Number of employees: 843

Rainer Deutschmann, Logistics Transport  
Patrick Frauchiger, Data Strategy & Science  
vacant, Migros IT Services  
Peggy Schuhmann, Swiss Quality Testing Services (SQTS)  
Aurelius Wespi, Migros Engineering Solutions (MES)

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Department IV  
Industry & Wholesaling  
Armando Santacesaria  
Number of employees: 29

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**Executive Board****Related management divisions and their heads**

(as at: 31.12.2019)

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Department V  
Finance  
Jörg Zulauf  
Number of employees: 92

Beat Arbenz, Corporate Finance  
Matthias Kneubühl, FMC Accounting & Controlling  
Beda Ledergerber, Treasury Migros Community  
Bernd Messerer, Controlling Migros Community  
Wolfgang Pfaffeneder, Accounting Migros Community

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Department VI  
Commerce  
Beat Zahnd  
Number of employees: 11

Michel Gruber, Migros Digital Retail

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