

Curriculum Vitae

Katrin MUFF Ph.D.

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Date of birth September 6, 1969
Nationality Swiss Citizen
Languages Fluent in English, German, French, Swiss-German, conversational in Dutch



Professional Experience

LUISS BUSINESS SCHOOL (part of Luiss University) Rome, Italy

2019 – current **Professor of Practice in Business Sustainability**

THE INSTITUTE FOR BUSINESS SUSTAINABILITY (co-founder) Lucerne, Switzerland

2018 – current **Consultant & thought leader in Business Sustainability Innovation**

- Keynote speaker and panelist for business, NGO and government-initiated events
- Facilitator of a 2-year change project [PRISMA](#) (a cross-sector recycling initiative)
- Lead-consultant of the [SDGX.org](#) approach together with Barbara Dubach (engageability)
- Adviser to Swiss cross-sector projects ([sustainabilitytoday.com](#), [focusedreporting.ch](#))
- Co-Director of [Diploma in Advanced Sustainability](#)

BUSINESS SCHOOL LAUSANNE (owned by Lemania Group of Schools) Switzerland

2012 – 2018 **Professor in Business Sustainability & Responsibility**

2008 – 2015 **Dean**

YUPANGO – Start -up Consulting & Coaching (Co-founder) The Netherlands / Switzerland

2006 – 2007 **External consultant for the Plant Science Center start-up at the University of Zurich (CH)**

2004 - 2006 **Consultant, Trainer and Leadership Coach, Baar & Pully (CH)**

2000 – 2003 **Co-Founder & Managing Partner, Yupango BV, Breda (NL) and Zurich (CH)**

IAMS PET FOOD INTERNATIONAL (owned by Procter & Gamble) The Netherlands

1999 – 2000 **Director, Strategic Planning EMEA, IAMS EUROPE, Eindhoven (NL)**

ALUMINUM COMPANY OF AMERICA (ALCOA) Switzerland / USA / Russia

1995 – 1997 **General Manager, Building Systems International (100% ALCOA), Moscow (RU)**

1994 – 1995 **Industry Analyst – Global Mergers & Acquisitions, ALCOA, Pittsburgh (US)**

1991 – 1994 **Business Analyst Europe, ALCOA, Lausanne (CH)**

1989 – 1990 **Credit and Collection Administrator, ALCOA, Lausanne (CH)**

SCHINDLER LIFTS Switzerland / Australia

1989 **Managed a national inventory system project, SCHINDLER LIFTS, Sydney (AU)**

1985 – 1988 **Commercial Apprenticeship, SCHINDLER AUFZÜGE AG, Ebikon (CH)**

Board & Editorial Activities

2019 – current Academic Advisory Board Member of Chapter One Switzerland (World Economic Forum led)

2015 – current Member of the International Advisory Board of Maastricht University (NL)

2013 – 2019 Member of the Board of the Globally Responsible Leadership Initiative ([GRLI](#), AACSB & EFMD)

2013 – 2016 Member of the Board of Kedge Business School Foundation, Marseille (FR)

Academic Qualifications

2015 Ph.D. in Management (cumulative), University of Exeter, UK: "The common transformative space of responsibility and sustainability". Supervisors: Jonathan Gosling and Sally Jeanrenaud

1994 Master of Business Administration, Business School Lausanne, CH "summa cum laude"

1992 Bachelor of Business Administration, Business School Lausanne, CH "summa cum laude"

1988 Professional Maturity at the Higher Commercial School of Lucerne, Switzerland