EVENT RECAPS

TORONTO

On Wednesday, December 9, over fifty alumni gathered at the Proof Bar in Yorkville’s Intercontinental Hotel for holiday cocktails and merriment. Most stayed for a three course feast in the restaurant before migrating to the dance floor to work it off until the wee hours. It was by all accounts a fantastic event organized by Nancy Jain (MBA’98D) and Chris Bean (MBA’03D).

MONTREAL

To celebrate the Holiday Season, twenty-five Montreal-area alumni gathered on December 16th at Le Pois Penché in downtown Montreal. The waitstaff was not alerted to the 10 bottle limit that the organizer, Warren Levitan set ahead of time. When the bill for the dinner came - with 11 extra bottles - Warren was quick to leverage his Negotiation Analysis skills to get the extra bottles comped. Thanks to Warren for putting together a fabulous evening.

This is an extremely rare honour, especially for non-French nationals. Dean Muzzyka is currently the Dean of the Sauder School of Business at the University of British Columbia.

• International Business School Network Holiday Drinks: For the 3rd year in a row, MBA graduates from international business schools will gathered for a casual cocktail event on December 9 at Figmint restaurant.

• Spring Time Social: We held a gathering with the newly appointed French Consul at the Residence of France in May. Mr. Alexandre Garcia took over as Vancouver Consul Général last fall and was delighted to host local INSEAD alumni for the first time. Over 15 alumni attended the event and a similar event is planned for spring 2010.

CANADIAN ALUMNI NEWSLETTER

ISSUE 4 | DECEMBER 2009

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NANCY JAIN (MBA’98D), ANDREW CRIBB (MBA’05J), DOUGLAS SCHEIN (MBA’06J), EVELYN HUANG (MBA’03J), GUILLAUME POULIN (MBA’06J)


INSEAD Alumni Association Canada
TWEETS

ONTARIO

Michael Kosic

After 7 years of incubation Michael is finally commercializing his short-range location technology with the help of Karen Bozynski (MBA’03J) our former editor of this newsletter and new mom! Armed with working prototypes and a new office at MaRS they hope to bootstrap XYZ Interactive Technologies Inc. through sensor sales and licensing, but stay tuned - you may have them knocking on your door for funding assistance and other help in growth.

Warren Levitan

Sad to see summer end, having been able to enjoy some great times outdoors including a week long canoeing and fishing trip in Northern Ontario. At the same time I am very excited to be taking on the role of VP Canada East.

QUÉBEC

MONTREAL / MBA’99J

WEST

Peter Kappel

Enjoying wine in his retirement.

VANCOUVER / MBA’86J

Pierre Ouillet

Getting the UBC finances into shape.

VANCOUVER / MBA’96J

ATLANTIC

Daniel Holland and his wife Amy have recently welcomed their daughter Nev Alexandra into their lives. They couldn't be happier.

HALIFAX / MBA’02J

GOT SOMETHING TO TWITTER? EMAIL PETER.GUY@ALUMNI.INSEAD.EDU
Dear alumni friends:

Let’s extend a special welcome to Vicken Aharonian, who has taken over the role of president of our alumni association. Vicken is a fellow MBA’89J alumnus and a friend, and I am sure he will bring new creativity and energy to our association. In his new role, Vicken will be assisted by a strong, dynamic association executive, which includes many new volunteers. I will help Vicken transition into his new role, and the executive as it prepares a program for 2010.

I want to thank all the volunteers and alumni who participated in the IAF Dinner and events surrounding the alumni volunteer meetings held in Montreal in October. On this occasion, we welcomed our Dean Frank Brown, Claude Rameau, Claude Jansen, Rolf Abdon, alumni association presidents and IAF Trustees from all over the world and the whole program was a big success. INSEAD dignitaries and fellow alumni from other countries were unanimous in praising the strength, diversity and commitment of Canadian alumni network. Daniel Labrecque was a fantastic co-host and I want to thank him for his involvement and hospitality.

I have very much enjoyed acting as president of our association over the last four years and thank you for giving me the opportunity to serve our community.

Best regards,

Philippe Castonguay (MBA’89J)

Let me start by apologizing for the delay in releasing this newsletter, which has been in the works since the last one in April. After what felt like a quiet summer, the fall was just the opposite and it took over a month to compile all the material for this issue.

As we all migrate to INSEAD Connect and begin updating our profile information, I hope to hit an appropriate cadence for this newsletter.

In the meantime, I invite you to send me your news, tweets, stories and pictures for the next newsletter. And I want to wish you all a warm and happy holiday season with your friends and families.

Warmest regards,

Peter Guy (MBA’89J)
Dear Fellow Alumni:

First, on behalf of our alumni community, I would like to extend our sincere thanks to Philippe Castonguay for his leadership of our Canadian Alumni Association over the past 4 years (et merci d’avance pour l’aide que il va me prêter dans mon nouveau rôle.) I also must thank him for his role in organizing an outstanding weekend in early October for all our international alumni colleagues who descended on Montreal to partake in meetings and his city’s delightful hospitality.

October seemed like INSEAD month for me, as after the IAF dinner on 1 October and the subsequent meetings in Montreal I spent Thanksgiving in Fontainebleau for my 20th reunion. It was wonderful reconnecting with old friends and classmates. Old being a key word here; but after the initial shock of “man do you look old!” followed by thoughts of “I must look just as old” it was comforting to know that we’re all still the same people with the same idiosyncrasies and charm identified during group meetings, dinners and parties 20 years ago. Plus ça change plus c’est la même chose!

Currently, our school is celebrating its 50th anniversary. Yes, it was 50 years ago that General Georges Doriot founded INSEAD. His vision of an international, independent, diverse, entrepreneurial and European business school was realized with 57 men (sorry there were no women) attending classes on 12 September 1959 in the Château de Fontainebleau. Fast-forward 50 years: today our school is the only truly international business school with 3 actual campuses (Fontainebleau, Singapore and Wharton,) a strong reach in Executive Education and 6 full-time professors in a Research Centre in Abu-Dhabi.

Our challenge in Canada in reaching everyone is the great distances involved. It is somewhat easier where we have concentrations of alumni around Montreal and Toronto, however wherever you are – from St. John’s to Victoria - please do contact me or others on your executive committee with any thoughts or ideas of things you would like us to pursue. Warning: this may mean we will draft you to implement but I hope you won’t mind initiating or championing something you believe in strongly. Your executive committee met last week to plan the agenda for 2010 and we have an exciting set of fresh ideas we’ll be bringing to you next year. Let us hear from you.

I was at the Toronto holiday dinner last week and will be attending the Montreal dinners on 16 December. Yes it’s my job to go to all the parties ;-) I know it’s hard but someone has to do it. If I don’t see you before then, I wish you and yours a happy Holiday season and a prosperous 2010.
ENTREPRENEURSHIP CORNER

KAMAL HASSAN (MBA’93D)
COMPANY: SKYMEETER CORPORATION

Q. WHY ARE YOU AN ENTREPRENEUR, AND NOT A BANKER OR CONSULTANT?
A. I am an entrepreneur because, to quote Loudon Owen, I am ‘unemployable’. I used to be a consultant. I am an impatient person and like to see things happen NOW, which is not always possible as a consultant, or as an employee.

Q. WHY DID YOU DECIDE TO START A COMPANY?
A. This is my third time through, and I have found I am better off letting someone else start the company and struggle through the first few lonely years. I prefer to come in when it is time to build a team – often to take technology in rough form, and move to a finished product, business model and first sales. I also often prefer to come in part-time as an interim leader.

Q. IF YOU LIKE PART-TIME ROLES, WHY ARE YOU THE FULL-TIME CEO OF SKYMEETER?
A. Skymeter was an exceptional opportunity. I like world-leading value propositions, and I like making a big difference in many people’s lives. Imagine a world where you could drive without encountering a traffic jam, with parking always available when you arrived. Imagine politicians offering income and property tax cuts while still giving voters good roads and great transit. Imagine Canada’s greenhouse gas emissions dropping by 5% in five years, and world emissions dropping by 3% in ten years. That is the promise of Skymeter. I figured that was worth being a full-time CEO again.

Q. THOSE ARE SOME PRETTY BIG CLAIMS. WHAT DOES SKYMEETER DO?
A. Skymeter does smart metering of cars and trucks, with a technology formerly deemed impossible to develop, called ‘Financial Grade GPS’. Infrastructure finance is on an inevitable transition from pay-by-indirect tax to pay-by-use. We provide the technology to meter use. Anything you pay by use – such as roads, parking, insurance or emissions – potentially needs a meter.

Q. I CAN SEE IT’S GREAT FOR SOCIETY AND GOVERNMENT. HOW ABOUT ME THE DRIVER?
A. Imagine never paying a parking meter or getting a ticket for an expired meter again. Instead a little box on your dashboard keeps track of where you parked and how much you owe. You get billed at the end of the month.

Q. THAT SOUNDS SORT OF ‘BIG-BROTHERISH’.
A. Skymeter has designed a system that can keep driver data completely private. The GPS in your car reads satellites, and stores the data onboard in encrypted format. The only thing that needs to leave your car is the bill. The data is then erased when your bill is paid.

Q. HOW LONG HAVE YOU BEEN AT IT?
A. I started part-time in March 2006, and full-time in October 2006.

Q. WHERE DO YOU INTEND TO TAKE IT?
A. I figure one good jumping-off point is when we hit our first billion dollars in valuation.

Q. WHAT IS YOUR DEFINITION OF SUCCESS?
A. Making the lives of at least 60 million people significantly better – that’s about one percent of humanity – would feel like a good success to me. It would be nice to make a little money on the side from doing that.
Q. WHAT KEEPS YOU UP AT NIGHT?
A. Knowing that we have an incredible business that will change the world… but not being in front of the right people to finance it. I look at what is going on in Copenhagen right now; I look at people like John Doerr crying; and I want to scream ‘we have the answer’.

Q. SO WHY NOT BRING THIS TO JOHN DOERR?
A. We have had four different people try to bring us to Kleiner Perkins, and all four times we were turned down without a meeting. That’s ridiculous. I worked out the other day that an $8 million dollar investment in Skymeter (our current raise) could reduce greenhouse gas emissions by 8 million tonnes per year in five years. That’s an incredible environmental return on investment. There’s got to be somebody out there who cares about this, who has the money to do the investment, and who will take the time to meet us.

Q. HOW CAN THE INSEAD ALUMNI HELP YOU?
A. Today, our challenge is getting the funds in the door to deliver to the customers who are banging on that same door. I’m sure it will come. I just want it NOW. I want to make a difference NOW. Once we get those funds in, the next challenge will be to hire the team to deliver.

Q. CAN INSEAD ALUMNI INVEST DIRECTLY IN YOUR FIRM THEMSELVES?
A. Maybe. Accredited investors only, and only if they get in touch with me before we have a terms sheet for a larger round. That might mean before the end of December.

Q. WHERE CAN I GO TO LEARN MORE ABOUT YOUR COMPANY?
A. www.skymetercorp.com
ALUMNUS Q&A: PHILIPPE CASTONGUAY

FULL NAME Philippe Castonguay
PROMOTION 1989J
PASSPORT(S) Canadian
DAY JOB I am CFO of N(i)2 Inc, a Montreal-based technology company I founded with three partners in 2003. N(i)2 is a perfect example of a Canadian-based, knowledge-based company which succeeds on the global market.
Other jobs: I spend quite a bit of time advising other entrepreneurs about the challenges of financing and growing technology companies. I enjoy doing this; it is not unlike doing INSEAD case studies.
HOMETOWN Quebec City

YOUR FAVORITE THING ABOUT YOUR HOMETOWN My favourite thing about Québec is its natural beauty, set on the heights of Cap Diamant. History is steeped in history, as the entry point to North America of French settlers in the 17th century. My unbiased view (!) is that it is the crown jewel of ‘nordic’ cities.
CURRENT TOWN Montreal

YOUR FAVORITE THING ABOUT YOUR CURRENT TOWN My favourite thing is the fact that Montrealers of all cultural backgrounds share their love of the city, its culture and popular icons. I often meet people who have lived here many years ago and still have a strong sense of belonging.

BEST INSEAD MEMORY My best INSEAD memory is my first day there, with everyone excited to meet and embark on a special experience, with the knowledge that the year ahead would have a lasting imprint on their life.

WHERE YOU LIVED AT INSEAD I lived in a small village south of Fontainebleau called Veneux-les-Sablons in ‘France Profonde’.

FAVORITE CLASS AND/OR PROFESSOR My first class with Jonathan Story (International Political Analysis). He came in the classroom and flicked on the projector, showing a view of the globe with Australia in the middle.

It took people a couple of minutes to realize what they were looking at. Jonathan said that if he could only teach us one thing - that everything is a question of perspective - he would be happy.

HOW INSEAD HELPED YOU MOST INSEAD taught me to look outside of my cultural shell, question my beliefs open up to other perspectives and cultures.

ANY CULTURE SHOCK STORY My house in Veneux Les Sablons was set on an empty field by the Loing River – a great pastoral setting. About a week after settling in, a neighbour came by and politely (if not firmly) recommended I close and secure the shutters around the house every night. It took a while to adjust to the feeling of being “boxed-in” at night – and I settled on closing the front shutters and leaving the back ones open! Probably my first taste of culture shock and “compromise” while at INSEAD!

FIRST JOB AFTER INSEAD I joined RBC Capital Markets in London, working on trans-border financings and M&A into Canada.
What you are reading right now: “L’Attentat” by Yasmina Khadra. It is the story of a successful Arabic surgeon who is highly regarded in the Tel-Aviv community. One day his wife commits a suicide bombing in a crowded café. The story traces his journey as he tries to understand what led his wife to do this. He is torn between his host community and his ethnic community which both feel betrayed by him.

Currently on your iPod/gramophone: Black Eyed Peas (I love their music); Long May You Run – Neil Young; If You Could Read My Mind – Gordon Lightfoot; Other Side of the World – KT Tunstall (I’m a sucker for lovesongs); Miles Davis.

Favorite restaurant in the world: Picasso at the Bellagio Hotel in Las Vegas. I had the greatest culinary experience of my life there - complete with cinema-sized view of the fountains – so memorable. I still have the menu in my memory box.

Favorite hockey team: I’m passionate about the Canadiens. Although nowadays, with parity amongst the teams, it is unlikely that they will rise again to their former ‘grandeur’, I am living in hope like their other millions of fans!

Keeping you awake at night: I sleep very well and I am a hopeless optimist. I seldom worry about things, preferring instead to be positive and do the best I can to make a difference and improve things. I follow Canadian and international news and politics closely. I am particularly worried about the way we treat our planet, and the future of poor children in Canada and in countries struck by war, political unrest, famine. What have we accomplished if the world is not a better place after we leave?

Your opinion of Canada’s biggest challenges: I think we Canadians forget everything we have going for us that is worth preserving, and in some way, shape or form it is all being slowly eroded. We should take greater care of our forests, mountains, lakes as they are priceless assets for generations to come. It should be our duty to try to create bridges and dialogue in our communities where gang crime and organized crime are taking hold. We should more effectively manage the “social net” that creates a fairer access to opportunities to all (education, health, employment programs) by eliminating waste and taking advantage of what the private sector can bring to the table. In foreign policy, Canada must reclaim its role as a thought leader and trusted broker in the face of looming challenges (lasting peace in Afghanistan, the nuclear threat, climate change…).

Your future plans/projects: I think I am irretrievably seduced by the technology sector and expect to continue evolving there. I am hoping to one day be able to create for myself the opportunity to be more involved in helping others succeed and give back to my community. I am also dreaming of building an oasis for family and friends in the Eastern Townships.
ARTICLES

HELP ALL OF US STAY IN TOUCH

The IAA and your fellow alumni rely on your INSEAD Connect profile to stay in touch. Please make sure that you log on to INSEAD Connect and take 5 minutes to follow the steps below. Do not wait, you could be missing out on information relating to events or INSEAD colleagues!

1. Log on to INSEAD. Connect using your id and password;
2. Go to the Personal Profile and Professional Profile sections and make sure the information is still valid, or correct it. Please save changes!
3. In Settings, make sure you indicate your Preferred Contact Address, Preferred E-Mail address and, importantly, your Lifelong Alumni EMail Service, which is the e-mail address where you want your lifelong e-mail (firstname.lastname@alumni.insead.edu) to point. Save changes!
4. In Confidentiality, select the senders to whom you agree to expose your professional or personal contact information. Please ensure that you allow the alumni association access to your professional contact info if you have given an Office Preferred Email in the Settings section or to your personal contact information if you have setup a Home Preferred Email address in the settings section. It is always preferable to allow access to both, then we have a backup e-mail address if for whatever reason your Preferred Email becomes invalid;

5. Go to My Profile and check your membership profile. If this shows ‘Non Member’ it means your membership has lapsed. To reinstate, please go to https://alumni.insead.edu/IAA/CAN/Pages/MembershipSubscription.aspx to renew. This takes a few minutes and offers a secure online payment;
6. If you have problems with any of the above, please send an e-mail to Mohit Grover (MBA07D), VP Membership at mohit.grover@alumni.insead.edu

MEMBERSHIP DRIVE

Dear alumni,

It is that time of year where we hold our annual membership drive. Please take a moment to check if your membership is active by following the steps below:

1. Logon to the INSEAD Connect website https://alumni.insead.edu
2. Click on the My Profile tab
3. Scroll to the bottom of your profile to the membership area to see if your Canadian membership is active

Please take the time to update your INSEAD connect profile to ensure you receive communication from both INSEAD and the Canadian Alumni association.

A reminder that membership cost is $85 per year. A note to newly graduated alumni: You are privy to a 1 year complimentary membership.

Benefits of membership include:

• Access to multiple social, business and networking events, at discounted rates, across the regions including those done in collaboration with other business school associations. The number of events and locations across the country has been steadily increasing.

• Access to the following features of INSEAD Connect: Information on alumni news, events, reunions worldwide, access to Lifelong Learning resources and business clubs(e.g., INSEAD private equity network, Venture Net)

• INSEAD’s CareerLink: Activate your profile for searches by Executive search firms and corporate recruiters / Set job alerts or search job announcements.

• Comprehensive career services advisory resources and access to job boards of three top US business schools
ARTICLES CONT’D

Should you require to purchase a membership, follow the following steps:

1. Logon to the INSEAD Connect website https://alumni.insead.edu
2. Click the Alumni Associations link found under INSEAD around the world on the left
3. Select the Canadian flag to navigate to the Canadian Association website
4. Follow the instructions on the webpage to purchase a membership

Alternatively you can send a business card and cheque for 95$ to our Treasurer, Antonin Giroux at 1501 McGill College, Suite 3200, Montréal, QC, H3A 3M8

If your membership has not been activated or for anyone who needs further assistance please reach out to me at mohit_grover@mckinsey.com

Regards,
Mohit Grover (MBA’97D)
VP, Membership

INSEAD’S RESEARCH CENTER IN ISRAEL

Malcolm Silver (MBA’74J) was in Israel in May and took the opportunity to visit the INSEAD Caesarea Edmond Benjamin de Rothschild Israel Research Center.

The center is located in Caesarea, 45 minutes drive north of Tel Aviv in a business park which looks like it belongs in Silicon Valley. It is named after the Caesarea Edmond Benjamin de Rothschild Foundation that provided the seed funding.

Israel represents an interesting model for the rest of the world’s entrepreneurs. Despite its size, the country is technologically very advanced with a large number of companies listed on the NASDAQ. Furthermore, a number of Israeli enterprises have experience in expanding internationally early on in their life-cycles. This, coupled with the fact that INSEAD has very strong ties to the Israeli business community (over 400 alumni) puts the school in a unique position to build bridges and connect entrepreneurs and high-tech industries from all over the world.

The center is ably run by Doron Nahmias, himself an alumnus (MBA’82) with an impressive background in entrepreneurship and management in multinational companies and Prof. Christoph Loch Dean of the PhD program who is the academic director of the center.

In this role, Doron Nahmias is in charge with raising funds for the Centre, reinforcing the ties between INSEAD and the Israeli high-tech and entrepreneurship community, development the Centre’s research, academic activities, management programs, branding and marketing activities as well as conferences and professional workshops.
ARTICLES CONT’D

Today, the center runs two programs:

1. An executive education program with modules in both Israel and Fontainebleau for a consortium of leading Israeli global corporations.

2. “High Tech - High Growth” - a rich program for which Israel is a natural hub. The program is aimed at executives from a diverse selection of small high-growth companies, which have passed their technical and initial commercial hurdles and must now move on to the next stage of speedy sustained international growth.

Malcolm enjoyed his visit with Doron and came away amazed at the progress that Israel and INSEAD have made apart and now together. He highly recommends a visit to the Center, to see what the average tourist in Israel would miss out on.

October In Montreal: IAF Dinner + IAA Presidents’ Meeting

On October 1 – 4, your Canadian National Alumni Association hosted the IAF Dinner and the global IAA Presidents’ Meeting in Montreal.

In a joint collaboration between the INSEAD Alumni Fund (IAF) and the INSEAD Alumni Association (IAA), nine IAF Trustees representing several countries and 23 NAA Presidents and representatives met for their bi-annual meetings.

IAF Dinner

The programme kicked off with the annual Canadian Fundraising dinner organised by the Canadian-based IAF volunteers and IAA with special thanks to Alexandra von Schroeter (MBA’87J) for leading these tremendous efforts. The dinner was kindly hosted by Paul Desmarais, Jr. (MBA’79) Chairman and CEO of Power Corporation Canada in their beautiful offices where over 130 alumni, guests and business leaders attended. Before the dinner, a cocktail reception and panel session was held focusing on entrepreneurship and corporate social responsibility. The panelists were Filipe Santos, Assistant Professor of Entrepreneurship at INSEAD, Charles Siros, Chairman of the Canadian Imperial Bank of Commerce, and Paul Desmarais Jr., moderated by Frank Brown. Thanks also to our corporate sponsors and to the alumni present, who collectively raised €80,000 which will principally be used for MBA scholarships. Thank you also to Rolf Abdoun, IAF Chairman, for his partnership to Claude Janssen and his wife, Tuulikki and to Claude Rameau and his wife, Annie for their special presence.
C.D. HOWE PANEL

The following day the IAF held their Board of Trustees meeting. This was followed by a Business Lunch/Conference Event hosted by the C.D. Howe Institute during which a discussion with the same panellists as the previous evening examined different questions. Later on in the afternoon, during the IAA Plenary Information session Frank Brown gave an update on the 50th Anniversary and was available for questions from the floor. Our day ended with a cocktail event hosted by the Mayor of Montréal and dinner in an old Montréal restaurant L’Auberge Saint-Gabriel.

GENERAL ASSEMBLY + WORKSHOP

The next day we held our General Assembly during which we welcomed our new NAA Presidents for Chile, Denmark, Norway, Sweden and Canada and thanked the outgoing Presidents for those countries. Several important decisions were made during the General Assembly including the update of our IAA Credo. Our meetings ended with a Best Practices workshop on the Sunday morning during which volunteers from the National Alumni Associations and Alumni Fund looked at our global and local services offering. It was also during this workshop that the assembly proposed to launch the IAA Scholarship Fund to mark the 50th Anniversary and to raise initially €2.5M by finding 50 Co-Founders who would give a minimum of €50K each. The NAA Presidents voted that the IAA would give the first €50K to kick-start this great initiative from alumni.

Special thanks must be extended to our gracious hosts in Montreal for these four days: IAA President Daniel Labrecque (MBA’81J) and IAA Canada President Philippe Castonguay (MBA’89J), with help from their respective committees and volunteers. They put together an outstanding array of events and activities for the global delegates from a successful fundraising dinner and numerous productive planning sessions to cultural visits, networking dinners and cocktails. It was a world-class programme, wonderfully executed and enjoyed by all, in our beautiful city of Montreal.