



Omar Luethi

Omar Luethi is an EdTech entrepreneur. He has over a decade of experience in educational framework design and program development. The 2012 CEEMAN IMTA alumnus left his management position at a Swiss business school and co-founded Dual Academy in 2016. With his award-winning EdTech start-up he is following his vision to expand learning arenas for business schools, to increase the effectiveness of school-to-work transitions and to make corporate L&D initiatives more productive. He has been partnering with educators, business schools and businesses around the world to jointly design and run a wide range of experiential learning formats online. As a member of the Swiss EdTech collider, backed by EPFL and digitalswitzerland, his start-up is recognized for its innovative power in distance learning.