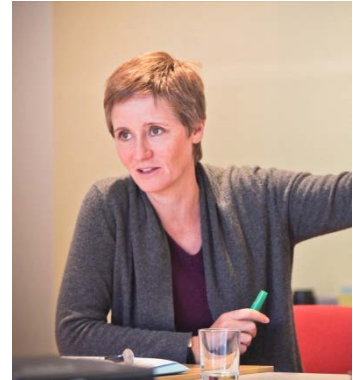


Katrin Muff

Dr. Katrin Muff was appointed Dean of Business School Lausanne, Switzerland, in 2008. Under her leadership, the school expanded its vision from a focus on entrepreneurship to embrace also responsibility and sustainability into a coherent three-pillar vision for both education and applied research. Dr. Muff anchors BSL into relevant and pragmatic contributions to business and beyond, by merging her entrepreneurial and corporate background with the academic world. She has led the design process for the new MBA and serves as program director for the doctoral program. She also co-directs the Diploma in Sustainable Business, a joint degree program with the University St. Gallen, Switzerland. She dedicates much of her time to contribute to the transformation of business schools to become custodians of society and the planet, developing ethically and environmentally responsible leaders, enabling companies to serve society and engaging in the transformation of the economy and society.



A Swiss native, Muff began her career in the late 80s with Schindler Lifts in Lucerne, then in Australia. She holds both an MBA and doctoral degree from Business School Lausanne. Throughout the 90's, she held several positions for ALCOA (Aluminium Company of America), working in Moscow, Russia as General Manager for Building Systems International, in the United States as an Industry Analyst for Global Mergers & Acquisitions and in Switzerland as a Business Analyst for Europe. After a one-year sabbatical dedicated to filmmaking, Muff assumed the position of Director, Strategic Planning EMEA of IAMS Pet Food, a division of Procter & Gamble, in the Netherlands. In 2000, she co-founded Yupango, a coaching consultancy dedicated to developing start-up companies and training management teams. Prior to joining BSL, she consulted three Swiss universities in a strategic collaboration and a joint doctoral program and operated her independent coaching, training and leadership development center.