

Mark Rüegg
CEO CelsiusPro

Education profile

- 2003 – 2004 Rochester-Bern Executive MBA
 - 2002 Chartered Financial Analyst, Level 1
 - 1994 – 1999 SEBA Zürich
 - 1991 – 1994 Business School, Zürich
 - 1990 – 1991 Institute Stavia, Boarding School, Estavayer-le Lac
 - 1989 – 1990 Boarding School, Samedan
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Professional experience

- Since 2008 CelsiusPro, CEO
- 2006 – 2008 UBS Limited, London, Senior Sales, FX Prime Services EMEA
- 2003 – 2006 UBS Wealth Management, Zürich, Senior Sales
- 2001 – 2003 UBS Group, Zürich, Group Compensation and Benefits
- 2001 UBS Warburg, Zürich, Equities
- 2000 – 2001 E-Commerce for Cash and Collateral Trading
- 1996 - 2000 Various position in the risk management industry
- 1994 – 1996 Swiss Bank Corporation, Zürich

“My thirst for knowledge resulted in founding my own company.”

The innovation price 2009 goes to: CelsiusPro Ltd! The company was founded by Mark Rüegg in 2008 and specializes in the sales of individual weather certificates allowing companies as well as retail clients to hedge themselves against financial losses due to adverse weather.

Mark started his career with an apprenticeship at UBS and then absolved the HWF. In both stages, he received wide-ranging education which was very helpful, but he felt it was time for a more specialized qualification. Mark therefore chose to complete CFI, Level 1. But still, he figured there must be more! “I knew that just can’t be it. It is interesting to understand things, but to do so, you need knowledge.” In order to receive a broad manager view, he applied for the Rochester-Bern Executive MBA Program. “During the program, the missing pieces of the jigsaw were falling into place, I finally received an overall view. All in all, the program helped me realizing what is needed in the business world, which was important for founding my own company.”

Weather risk management is becoming crucial to weather dependent companies, given the increased climate variability. Weather productions help to reduce weather related earnings volatility and increases the value of the company. Mark explains: “In a world of increasing weather extremes, the question is no longer if climate change is happening, but rather how will you protect your business from it. More than two thirds of the European economy is directly or indirectly dependent on atmospheric conditions. We offer companies the option to protect themselves against the financial consequences of unfavorable weather conditions by purchasing weather risk transfer products based on parametric triggers”.

Professional protection against uncooperative weather and the resulting loss in revenue - how is that possible? CelsiusPro Ltd. can offer their service thanks to the collaboration with Swiss Re being CelsiusPro’s strategic partner for weather risk management and risk transfer. And where did Mark get the idea and tools from? He has spent many years with a leading Investment bank and has in-depth experience in the area of FX Cash and Collateral Trading. Further the Rochester-Bern Executive MBA Program provided him with tools and knowledge to start a company. In his last role as Director at UBS Investment Bank London, he was responsible for FX Prime Brokerage Sales, where he advised hedge funds and broker/dealer firms in risk management, processes and trading platforms. Mark first looked into weather derivatives after becoming aware of the climate change problem “One side of my business was hedge funds, the other was broker dealers – FX retail aggregators where you can open an account for £20’000 and trade FX at low margins,” he says. “I thought that was pretty good business model. I then decided to build an online platform where people can trade weather derivatives and hedge against the effects of adverse weather, as this is what is needed with climate change. That’s how it all began.”



CelsiusPro profile

CelsiusPro Ltd. specializes in the sales of individual weather certificates. The company allows companies as well as retail clients to hedge themselves against financial losses due to adverse weather. CelsiusPro weather certificates are available from GBP 3'000 and are based on data provided by national weather stations.

In addition to the traditional distribution of weather certificates, CelsiusPro also offers full online price discovery via a Request-for-Quote solution as well as online deal execution and reporting for clients. For third party distributors of weather certificates, CelsiusPro offers 'White Labelling' and 'Introducing Broker' solutions. Via Internet, Distributors are directly linked to CelsiusPro's online pricing and transactions system and can independently close deals without having to liaise with CelsiusPro prior to transactions.

CelsiusPro facts & figures

- Founded in 2008.
- 5 employees.
- Main segments: winter service, open-air, amusement parks and agriculture.
- Products covering underlying temperature, rain, snow, wind and sun.
- Future plans: penetration of existing markets, widening of geographic coverage and extension of assortment with related finance products



Mark and his class mates during the graduation ceremony of the Rochester-Bern Executive MBA Program in 2004.