

PORTRAIT PETER FEHLMANN

Perfect match: JCI & Rochester–Bern EMBA

In continuous quest of challenges, Peter Fehlmann not only became president of the JCI Bern but also did the Rochester–Bern Executive MBA (EMBA) Program. Today he is working for Synthes Spine North America and living in the United States.

Peter Fehlmann (42) heads the Key Account Management Group for Synthes Spine North America. He is still strongly committed to JCI and is very much looking forward to flying back to Switzerland for a reunion party with old friends of his LOM. «JCI is an excellent platform for learning by doing, to build a private and professional network and to travel the world in a different way than regular tourists do.»

Peter studied economics, history and political science in Switzerland, and holds federal diplomas as a sales director and marketing planner. After his studies he worked in an agency that specialized in media strategy consulting and political PR. Before he joined Synthes he managed corporate communications for Miracle Group one of the first software start-up companies to be listed on the Swiss New Market. In 1994 he joined JCI LOM Bern and became president five years later: «JCI helped me build up a net-

work of colleagues and friends after being away from Bern for a long time.»

Prior to his current position in Pennsylvania (USA), he headed up the Surgeon Education Department for Synthes Spine USA. Before transferring to the US in 2007 as an expat, Peter

was a very special time. Also our China trip and the countless hours of homework with study group and friends are unforgettable.»

Three months after graduation, Peter was transferred to the US and built a team of 10 people managing all Synthes



U.S. American degree with excellent European reputation: Peter Fehlmann and his class mates during the graduation ceremony of the Rochester–Bern Executive MBA (EMBA) Program.

was in charge of Investor and Media Relations at Synthes for six years. During that period he felt it was time to take on another educational challenge. He wanted to move back to the management area and chose the Rochester–Bern EMBA to do so – among other reasons because of the dual degree (regular U.S. MBA and Swiss EMBA degree), the focus on finance topics, the study stage in Rochester (USA) and the insights into the Asian way of thinking. «Being a real student with backpack and bicycle during the Rochester summer period

surgeon education programs (over 100 courses a year). Another 18 months later, he was tasked with building a key account management group, a very new marketing endeavour Synthes was taking on. «The Rochester–Bern EMBA Program was definitely worth the time and the financial investment. I learned a lot and almost three years later fall back to the principles and theories I was taught at the courses. As a matter of fact, I am currently re-reading the strategy book distributed during the program.»



Peter Fehlmann, former JCI president and alumnus of the Rochester–Bern EMBA Program

The Rochester–Bern EMBA Program is a joint-venture between the AACSB accredited University of Rochester (NY, USA) and the Universität Bern (CH) which was founded in 1995. The program allows participants to earn in Switzerland an international MBA from an accredited, top-ranked U.S. business school without interrupting their careers due to the bi-weekly format. The program begins in January and meets every two weeks on Fridays and Saturdays until the end of May in Switzerland. Participants then spend an intensive summer residency of six weeks at the University of Rochester. Thereafter, instruction continues in Switzerland from mid-August until graduation in June of the following year. In April, a study week in Shanghai completes the educational experience. The total duration of the program is 18 months.

Looking back, Peter says «JCI and the Rochester–Bern EMBA Program have many commonalities» and adds «they do for instance both attract the same audience: innovative professionals aged between 30 and 40. Further they both emphasize internationality and team work.»

Autor: Nadine Heuberger