

FOR IMMEDIATE RELEASE

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EU BUSINESS SCHOOL GENEVA STRENGTHENS INDUSTRY TIES TO ENHANCE STUDENTS' REAL-WORLD LEARNING

- **Three industry leaders will become part of the new Executives in Residence initiative at EU Business School Geneva, providing exclusive insights into leading global industries: finance and banking, luxury fashion and artificial intelligence (AI) technology.**
- **With over 20 years of experience each, the Executives in Residence will offer curriculum consultancy, mentorship and applied research opportunities.**
- **These partnerships strengthen EU's ties to Geneva's core business sectors and reinforce its commitment to delivering real-world, industry-aligned learning that prepares graduates for international careers.**

EU Business School (EU) is proud to announce the launch of its Executives in Residence (EIR) initiative at its Geneva campus, in partnership with top executives. This initiative further strengthens the business school's connections with Geneva's key sectors – luxury, finance and technology – providing students with privileged access to cutting-edge expertise and exceptional academic and career development opportunities.

Through the EIR program, EU Geneva's undergraduate and postgraduate students will benefit from direct mentorship and tailored career support from global business leaders. From strategic guidance on career pathways to skill development, networking and job placement, the initiative equips students with the tools needed to build successful international careers in high-demand sectors.

The Executives in Residence bring decades of expertise and include:

Xavier de Bergeyck - Executive Director, J.P Morgan

With over 25 years' experience in the financial sector, Xavier de Bergeyck is currently Executive Director and Senior UHNW Banker & Team Lead at J.P. Morgan Private Bank in Brussels. Having also worked extensively in Zurich, his robust knowledge of Swiss business structures and trends, combined with his international experience, are of exceptional value to students seeking to establish their careers both in Switzerland and internationally.

Catherine Eberlé-Devaux - Watch Communication Director, Bulgari

With over 20 years' experience in heritage management and brand strategy, Catherine Eberlé-Devaux is the Watch Communication Director at Bulgari and Managing Director of Geneva Watch Days, one of the most prominent events in the luxury goods sector. Her strong professional connections, together with her insights into the operations of globally renowned companies, open access to a range of extensive international networks and opportunities for students.

Dr. Bjarne Lykke Sørensen - Former CEO, Siemens A/S

A technology and AI expert with more than 25 years of experience, Dr. Bjarne Lykke Sørensen is the former CEO of Siemens A/S Denmark and a former member of the Siemens Nordics & Baltics Executive Committee. He currently serves as Impact Expert in AI and New Technologies at Innovation Fund Denmark. Bjarne's international experience has taken him around Europe and to Indonesia, rendering him a distinguished mentor in cross-cultural business contexts.

The Executives in Residence will work closely with EU faculty to align academic content with evolving industry standards, ensuring students graduate with current, high-value skills. Students and faculty will additionally collaborate with the executives through applied research, case studies and consulting projects that tackle real-world challenges across their respective sectors.

Managing Director of EU Business School, Luc Craen, underlined the importance of the project, noting: *“The Executives in Residence gives our students direct access to senior leaders from Geneva’s most renowned sectors: finance, luxury and technology. Through our commitment to partnerships with key industry players, our graduates will gain the specialist insights and competitive edge essential for success in today’s global marketplace.”*

For more information, please contact Ms. Claire Basterfield, Director of Communications of EU Business School, at c.basterfield@euruni.edu or by telephone on + 34 93 201 81 71

About EU: Founded in 1973, EU Business School (EU) is an international, professionally accredited, high-ranking business school with campuses in Barcelona, Geneva and Munich as well as a Digital Campus. Offering foundation, bachelor's, master's and MBA programs, taught exclusively in English, it has been awarded five stars overall by QS Stars. Students at EU benefit from a truly international environment with students and lecturers comprising over 130 nationalities. Furthermore, its international alumni network stretches across the world with more than 30,000 members. The programs offered at EU include state-recognized degrees from the University of Derby and London Metropolitan University in the U.K.; Quality and Qualifications Ireland through Dublin Business School; and university bachelor's, master's and MBA programs (*título propio*) from Universidad Católica San Antonio de Murcia (UCAM) in Spain and Universitat de Vic – Universitat Central de Catalunya (UVic-UCC) from AY 25-26 on. Since 2022, EU Business School forms part of OMNES Education Group, the French leader in private higher education.