



**Precious
Forests
Foundation**

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Inez Colyn

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After growing up in Luxemburg, with a Belgian passport, Inez Colyn moved to Switzerland in autumn 1992 and studied environmental sciences at the ETH Zurich. Her graduation with top marks for her research on tolerance of environmental stress factors on brassica plants at the Geobotanical Institute of the ETH gave her the motivation for further learning and first steps in business. From 1998-2001, Monitor Group with engagements in Munich, Paris, Bonn, Frankfurt, Zurich and Johannesburg were her professional base. Here she gained in-depth business experience and project management skills working with large companies in a variety of sectors. Her main focus was on new market strategies, value chain optimization, pre-merger analysis and post-merger integration projects.

A private move to French-speaking Switzerland to accomplish an MBA in Business Management at the IMD in Lausanne in 2002, was followed by a one-year assignment for the NGO Evian Group - to remove trade barriers and promote multilateral cooperation in the WTO trade area. In 2004, she returned to Monitor Group to work on a marketing and positioning project in France.

From early 2005 to 2013, Inez Colyn held various positions of increasing international responsibility at Novartis in Basel, Switzerland, and in 2011 became a member of the Executive Committee and Head of Marketing at Sandoz Switzerland AG, the generics division of Novartis in Switzerland.

Inez Colyn joined WWF and returned to environmental science in the summer of 2013 to head the Philanthropy Department at WWF Switzerland and lives in the Zurich area with her family and three school-age children.

As a member of the foundation board of the Precious Forests Foundation, she is pleased to bring her experience and passion for conservation, coupled with business management and partnership development to the foundation and to help shape a more sustainable future.